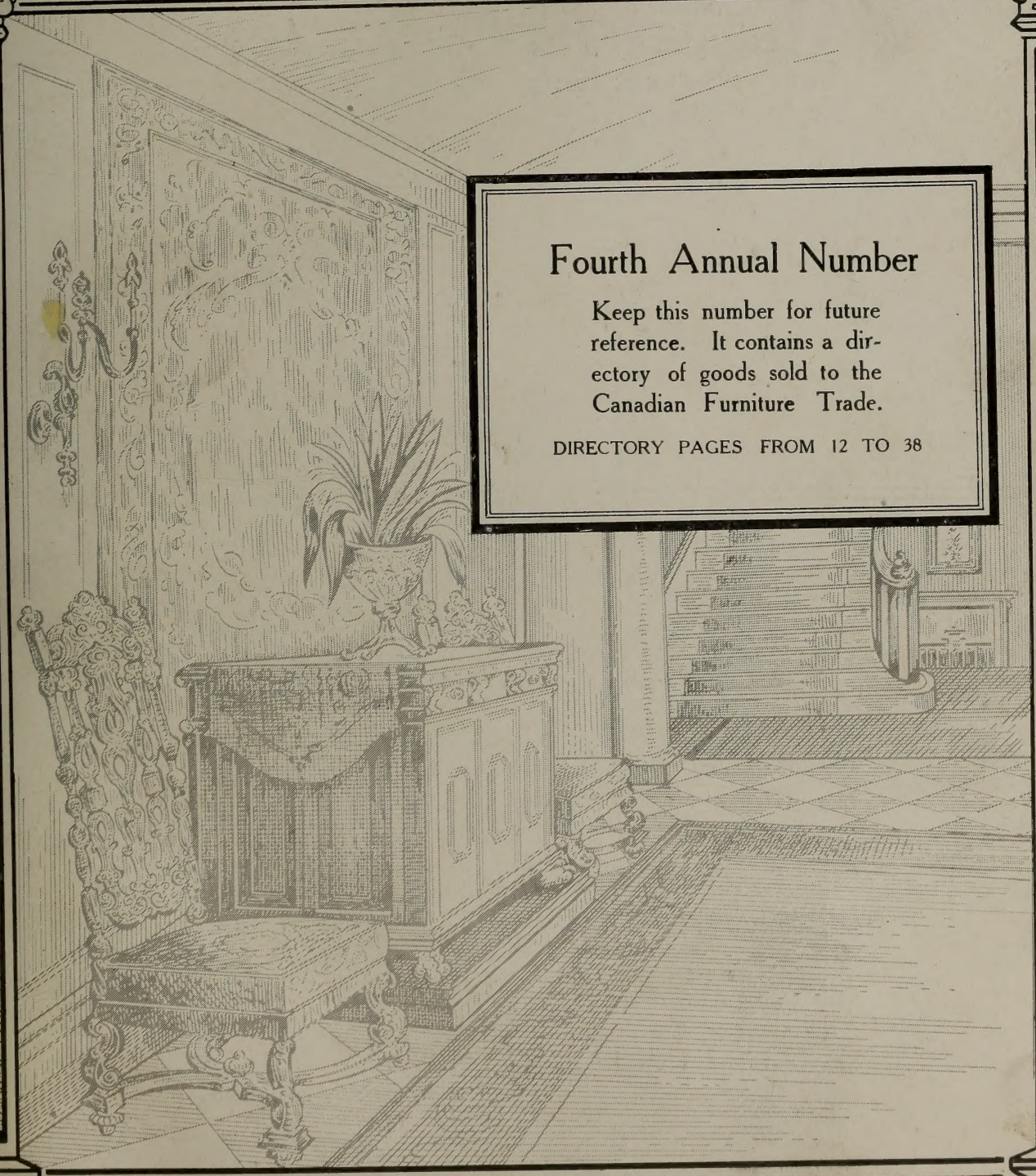
JANUARY - 1918

CANADIAN FURNITURE WORLD

AND

THE UNDERTAKER



Fourth Annual Number

Keep this number for future reference. It contains a directory of goods sold to the Canadian Furniture Trade.

DIRECTORY PAGES FROM 12 TO 38

PUBLISHED BY
THE COMMERCIAL PRESS LIMITED
32 COLBORNE STREET TORONTO

ANNOUNCEMENT

A COMPLETE AND ATTRACTIVE NEW

Catalogue of Mundell-Made Furniture

HAS JUST BEEN ISSUED.

DID YOU GET YOUR COPY?

IF NOT, A CARD WILL BRING IT TO YOU.

JOHN C. MUNDELL & CO., Limited

ELORA, ONT.

OUR NEW LINE

of MOULDINGS, FRAMES, FRAMED PICTURES AND MIRRORS, for Spring 1918, is now on the road.

Our travellers carry in their samples this trip the finest line of mouldings ever shown to the Canadian trade.

A host of new designs in attractive new finishes, as well as the good standard patterns.

Frames and framed pictures of new and tasty designs and subjects.

Wait for our representative, and see his samples before making your purchases for spring.

PHILLIPS MANUFACTURING CO., LIMITED

258 to 326 CARLAW AVE. **TORONTO, ONTARIO**

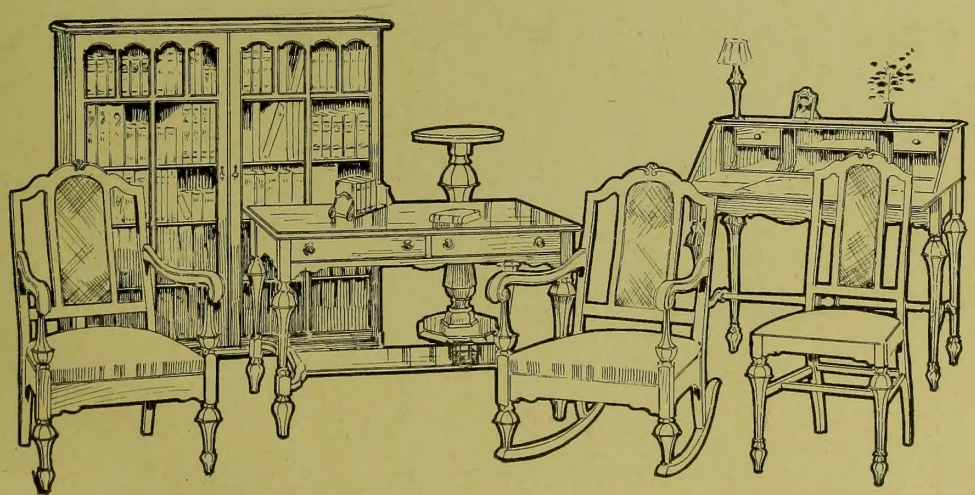
STRATFORD
THE CARLOAD
CENTRE

We bring you greetings for a successful Nineteen-Eighteen and take this opportunity of thanking you for your co-operation in making the past year a successful one. We extend to you a most cordial invitation to

Visit us during the Stratford Furniture Exhibition

JANUARY 9th to 19th inclusive

where we have ready for your inspection all our latest designs.



The William and Mary Library Suite, illustrated, can be supplied in quartered oak and American black walnut. This suite will be on display at the Exhibition.

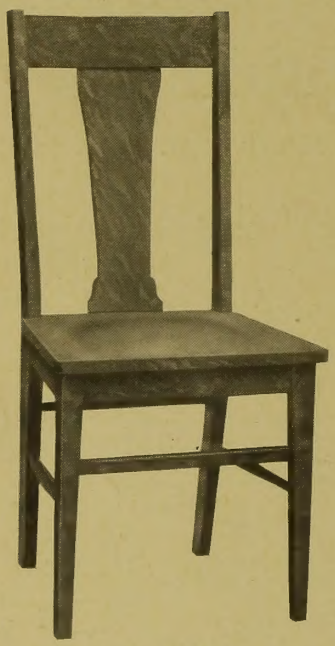
THE GEORGE McLAGAN FURNITURE COMPANY, LIMITED

STRATFORD ONTARIO

STRATFORD
THE CARLOAD
CENTRE

We Will Show Many New Designs at the

Stratford Furniture Exhibition



1639—1



1639—5

In addition to the Diners, shown above, we will display in 5,000 feet floor space, our entire representation, consisting of many new designs in Diners, Den, Library, and Office Chairs, complete Diningroom Suites, Dressers and Stands, in plain and quartered oak, plain and figured gum.

THE STRATFORD CHAIR CO., LIMITED

STRATFORD CANADA

STRATFORD
THE CARLOAD
CENTRE

See Our Display of Upholstered Furniture *at the* Stratford Furniture Exhibition

January 9th to 19th



We take just pride in showing this line to you, and feel assured it will add class and quality to your furniture trade.

The FARQUHARSON-GIFFORD COMPANY, LIMITED

Specialists in Davenports and Living Room Furniture

STRATFORD, ONTARIO

STRATFORD
THE CARLOAD
CENTRE

Stratford Furniture Exhibition

January 9th to 19th.

To-day, we have one thought uppermost in mind, as we would like to have it in YOURS—namely: that we would be pleased to have you visit our City during the Furniture Exhibition, January 9th to 19th.

We will be glad to bid you welcome and convince you that the Furniture Exhibition makes Stratford a place important to every Furniture Dealer—BECAUSE

The Furniture Exhibition will show an endless variety of Furniture that nears the acme of excellence and perfection from the simplest to the most exacting.

Side by side, in friendly competition, the output of the Stratford Furniture Manufacturers are offered for your inspection.

Well may it be said that the annual Stratford Furniture Exhibition is one of the most substantial factors in securing for your store the proper supply at the proper price. Visit us by all means; the advantage is obvious. Anything you secure through close personal contact with the manufacturers will naturally be a leader in its price class. Thus equipped for trade, your show will enjoy the proud distinction of carrying the RIGHT goods at the RIGHT price—ALWAYS.

January 9th to 19th.

Globe-Wernicke
Sectional Bookcases
(Built to Endure)



A Congress of Authors in Your Home

THE inviting glass doors of your Globe-Wernicke Sectional Bookcase open on the most brilliant assemblage the world has ever known.

Here are Shakespeare and Shaw, Geothe and Mark Twain, Tolstoi and Kipling, Hugo and Carlyle, Dante and Tennyson, Dickens and Ibsen, Cervantes and George Ade, all eloquent, all stimulating, all eager to impart their ideas and their eloquence to you.

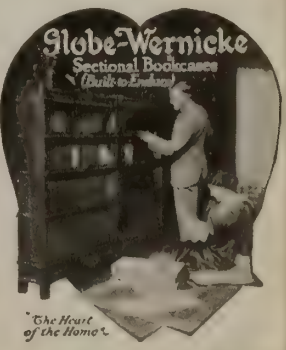
No greater force for good can be introduced so economically into the life of a growing child or an ambitious young man or woman.

A Globe-Wernicke Sectional Bookcase is a constant invitation to read, and the fact that it grows as the book-collection grows has the natural effect of subtly encouraging the reading habit. In this way its outward growth becomes the symbol of your growth within.

In a hundred ways, Globe-Wernicke exclusive patented features facilitate this habit of reading books. The doors open easily and shut noiselessly. The last book in any row is as get-at-able as the first. New sections are always perfect matches in color and construction—and Globe-Wernicke offers so many different period styles and wood finishes that you can select one to harmonize with any interior or to meet any price.

It is a beautiful piece of furniture, and the Globe-Wernicke patented features insure the perfect protection of books. The patented strip excludes dust and prevents the door from slamming, rendering the unit dust-proof and noiseless. The most ingenious door equalizer ever devised prevents binding. Globe-Wernicke construction prevents all mechanical difficulties.

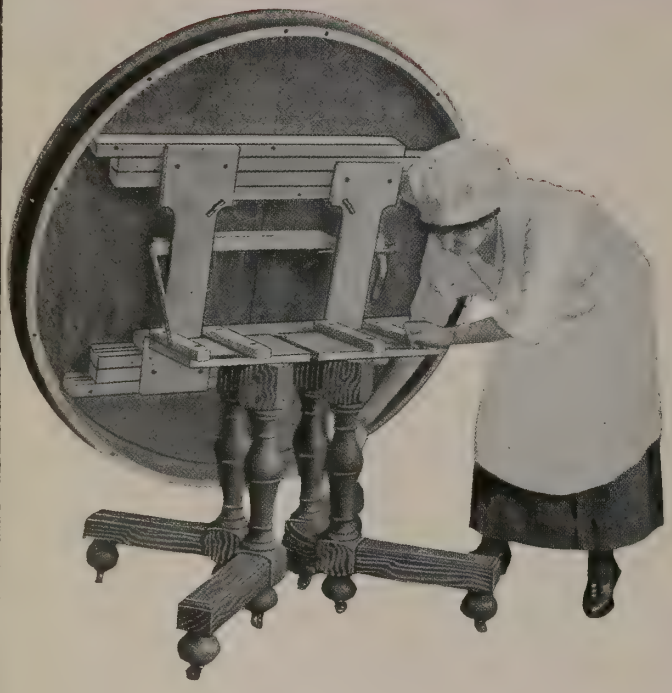
Cost no more than the ordinary kind, and are BUILT-TO-ENDURE.



The Globe-Wernicke Co.
STRATFORD, ONT.

Write for "The World's Best Books"

Tilt-Top "TWINS"



TILT the TOP for Dusting

Or Moving Through Any Door

TWO COMPLETE PEDESTALS

Perfect-Closed or Extended

Our reputation was at "stake" when we first placed "TWIN" Pedestal Tables on the market, but we saw their advantages. Shrewd, progressive DEALERS "pinned" their faith to the "TWINS" with us when they were still an experiment. They also "took a chance" when they featured something entirely new in the Table world, something deviating radically from the old conventional SINGLE pedestal.

But, what a difference to-day

You have the privilege of securing "TWINS" after they have been "tried and tested" and not "found wanting." The experimental stage is past.

They have proven to be the means of securing the "good table trade" in every community, to the dealer who featured them, and—at a good profit—without competition. Since then a number of new improvements have been added—improvements not found on other tables.

We want dealers in every town in Canada to show "TWINS" on their floor. Their high-grade appearance—stability—and the convenience of the TILT TOP appeals immediately to your customers. This has been the experience of most dealers, many of whom have been reaping the benefits ever since the inception of the "TWINS."

Pin to the "TWINS" and WIN.

The Chesley Furniture Company, Limited

CHESLEY, ONTARIO



Queen Anne Suite in Walnut.

MALCOLM QUALITY FURNITURE

This suite, true to the period it depicts, has created much favorable comment, both from customer and dealer alike, and in view of the demand it has created among customers whose tastes look to the best, we will feature it again this season. Write us about it.

THE ANDREW MALCOLM FURNITURE COMPANY, LIMITED
KINCARDINE, ONTARIO

Fourth Annual

CANADIAN FURNITURE WORLD BUYER'S DIRECTORY

Containing the Most Extensive and Most Conveniently Arranged Buyers' Guide ever compiled for Canadian Furniture Dealers and Manufacturers.

¶ This Directory Number has not been hastily compiled. Every furniture manufacturer in Canada has been written to for information, and months have been spent in making the Directory complete. If the Directory is incomplete in any way it is the fault of the manufacturers who failed to supply information in answer to our requests.

¶ The Directory is published as an editorial service to the Furniture Dealers of Canada. Manufacturers from whom the Furniture World has never received a dollar for advertising—and some from whom it probably never will—have their lines listed as well as other manufacturers who are more progressive and recognize the advertising value to be obtained in the pages of a trade newspaper for which subscribers pay real money.

¶ Being an editorial service to readers, and not part of any advertising proposition, the names of advertisers and non-advertisers are given in the same style of type. The Directory is intended to be a real Directory.

¶ Practically every furniture retailer in Canada will receive a copy of the Directory Number, and to enable him to more conveniently preserve the Directory for reference during the coming year, each copy is perforated and corded to hang up like a telephone directory.

¶ Compare this Directory Number with other publications, consider the broad policy of service followed by the Furniture World, and the reason for the rapid growth of this paper in circulation and popularity will be recognized. The publishers express appreciation for the liberal support given the Furniture World by the furniture trade in Canada during the past seven years, and will further appreciate suggestions as to how next year's Directory Number, and the Furniture World every month, can be made of greater service to the trade.

THE COMMERCIAL PRESS, LIMITED

Publishers

32 COLBORNE STREET **TORONTO, CANADA**

Trade Papers:
Canadian Furniture World
Canadian Hardware Journal
The Retail Grocer and Provisioner
The Retail Druggist of Canada
Motoring

Technical Papers:
The Canadian Manufacturer
The Canadian Builder and Carpenter
The Electrical Dealer and Contractor

THE GOLD MEDAL LINE

LIVING ROOM FURNITURE

of luxurious proportions and soft cushion upholstering.
The kind that makes your customer a life-long friend.





No. 778
A very popular design. We have a fine range of imported tapestries to select from.

"Hercules" Bed Springs and Gold Medal Felt Mattresses.

The Gold Medal Furniture Mfg. Company, Limited

TORONTO, MONTREAL, WINNIPEG, UXBRIDGE

Bedroom Furniture

BEDS—Brass only

Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Mersereau Co, Toronto.
Parkhill Mfg. Co., Ltd., Montreal, Winnipeg, Vancouver.
Stratford Bed Co., Stratford.

BEDS—Brass and Iron

Barcalo Mfg. Co., Toronto.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Mersereau Co., Toronto.
Dominion Brass & Iron Bedstead Co., Montreal.
Ideal Bedding Co., Toronto.
Ives Modern Bedstead Co., Cornwall.
Ontario Spring Bed and Mattress Co., London.
Parkhill Mfg. Co., Ltd., Montreal, Winnipeg, Vancouver.

BEDS—Iron only

Reliable Bedding Co., Weston.

BEDS—Davenports

See Davenports (upholstered furniture.)

BEDS—Folding

Antiseptic Bedding Co., Toronto.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Mersereau Co., Toronto.
Farquharson-Gifford Co., Stratford.
Gold Medal Furniture Mfg. Co., Toronto.
G. H. Hachborn & Co., Kitchener.
Ideal Bedding Co., Toronto.
Imperial Rattan Co., Stratford.
Kindel Bed Co., Stratford.
D. H. Langlois & Co., St. Johns, Que.
Lippert Furniture Co., Kitchener.
Montreal Upholstering Co., Montreal.
Ontario Spring Bed and Mattress Co., London.
Otterville Mfg. Co., Otterville.
Owen Daveno Co., Hespeler.
Parkhill Mfg. Co., Ltd., Montreal, Winnipeg, Vancouver.
Snyder Bros., Upholstering Co., Waterloo.

BEDS—Institution

Canada Furniture Manufacturers, Ltd., Woodstock.
Ideal Bedding Co., Toronto.
Ives Modern Bedstead Co., Cornwall.
Ontario Spring Bed and Mattress Co., London.
Parkhill Mfg. Co., Ltd., Montreal, Winnipeg, Vancouver.

BEDS—Sofa

Gold Medal Furniture Mfg. Co., Toronto.
Geo. H. Hachborn & Co., Kitchener.
Ideal Bedding Co., Toronto.
Knechtel Furniture Co., Hanover.
Kindel Bed Co., Ltd., Stratford.
Montreal Upholstering Co., Montreal.
Parkhill Mfg. Co., Ltd., Montreal, Winnipeg, Vancouver.
Snyder Bros. Upholstering Co, Waterloo.

BEDS—Wooden

Anthes Furniture Co., Kitchener.
Beach Furniture Co., Cornwall.
M. F. Beach Co., Winchester.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Crown Furniture Co., Preston.
Dominion Furniture Mfg. Co., St. Therese, Que.
Dymond-Colonial Co., Strathroy.
Eastern Townships Furn. Mfg. Co., Arthabaska, Que.
Gibbard Furniture Co., Napanee.
Gold Medal Furniture Mfg. Co., Toronto.
Hepworth Mfg. Co., Hepworth.
Hespeler Furniture Co., Hespeler.
Hibner Furniture Co., Kitchener.
Jacques Furniture Co., Kitchener
Kilgour & Bros., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
George McLagan Furniture Co., Stratford.
A. Malcolm Furniture Co., Kincardine.
Malcolm & Souter Furniture Co., Hamilton.
Markdale Furniture Co., Markdale.
Meaford Mfg. Co., Meaford.
North American Furniture Co., Owen Sound.
Peppler Bros., Hanover, Ont.
Spiesz Furniture Co., Hanover.
St. Lawrence Furniture Co., Riviere du Loup, Que.
Stratford Chair Co., Stratford.
Toronto Furniture Co., Toronto.
Victoriaville Furniture Co., Victoriaville, Que.
Windsor Furniture Co., Windsor, N.S.

BEDROOM CHAIRS AND ROCKERS

Also see Upholstered Chairs.
Anthes Furniture Co., Kitchener.
Ball Furniture Co., Hanover.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Chesley Chair Co., Chesley, Ont.
F. E. Coombe Furniture Co., Kincardine.
Elmira Furniture Co., Elmira.
Fraserville Chair Co., Riviere du Loup, Quebec.
Giddings, Ltd., Granby, Que.
Hespeler Furniture Co., Hespeler.
Hibner Furniture Co., Kitchener.
Jacques Furniture Co., Kitchener
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
H. Krug Furniture Co., Kitchener.
Lippert Furniture Co., Kitchener.
Geo. McLagan Furniture Co., Stratford.
A. Malcolm Furniture Co., Kincardine.
Malcolm & Souter Furniture Co., Hamilton.
Meaford Mfg. Co., Meaford.
J. C. Mundell & Co., Elora.
North American Bent Chair Co., Owen Sound.
North American Furniture Co., Owen Sound.
Owen Sound Chair Co., Owen Sound.
Peppler Bros., Hanover, Ont.
Snyder Bros. Upholstering Co., Waterloo.
Stanfold Chair Mfg. Co., Stanfold, Quebec.
Stratford Chair Co., Stratford.
Schierholtz Furniture Co., New Hamburg.
Toronto Furniture Co., Toronto.
Waterloo Furniture Co., Waterloo.
Woeller, Bolduc & Co., Waterloo.
Wunder Furniture Mfg. Co., Kitchener.

BEDROOM TABLES

Anthes Furniture Co., Kitchener.
Beach Furniture Co., Cornwall.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Chesley Furniture Co., Chesley.
Durham Furniture Co., Durham.
Dymond-Colonial Co., Strathroy.
Eastern Townships Furn. Mfg. Co., Arthabaska, Que.
Elmira Furniture Co., Elmira.
H. E. Furniture Co., Milverton.
Gibbard Furniture Co., Napanee.
Hespeler Furniture Co., Hespeler.
Hibner Furniture Co., Kitchener, Ont.
Jacques Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
G. J. Lippert Table Co., Kitchener.
Lucknow Table Co., Lucknow.
D. H. Langlois & Co., St. John's, Que.
Malcolm & Souter Furniture Co., Hamilton.
Markdale Furniture Co., Markdale.
Meaford Mfg. Co., Meaford.
G. McLagan Furniture Co., Stratford.
J. C. Mundell & Co., Elora.
National Table Co., Owen Sound.
North American Bent Chair Co., Owen Sound.
North American Furniture Co., Owen Sound.
Peppler Bros., Hanover, Ont.
J Oliver & Sons, Ltd., Ottawa.
Spiesz Furniture Co., Hanover.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.
Stratford Chair Co., Stratford.
Strathroy Furniture Co., Strathroy.
Toronto Furniture Co., Toronto.
Windsor Furniture Co., Windsor, N.S.
Victoriaville Furniture Co., Victoriaville, Que.
Woeller, Bolduc & Co., Waterloo.

BEDSIDE TABLES

Sidway Mercantile Co., Toronto.

BED SPRINGS

Canada Furniture Manufacturers Ltd., Woodstock.
Canadian Feather and Mattress Co Toronto.
Canadian Mersereau Co., Toronto.
Colleran Spring Bed Co., Toronto.
Gold Medal Furniture Mfg. Co., T ronto.
Ham & Nott Co., Brantford.
Ideal Bedding Co., Toronto.
Ives Modern Bedstead Co., Cornwa
Kilgour & Bro., Beauharnois, Que
Leggett and Platt Spring Bed C Windsor.
Marshall Sanitary Mattress Co. L Toronto.
Munro Wire Works, Ltd., New G gow, N.S.
J. Oliver & Sons, Ltd., Ottawa.
Ontario Spring Bed and Mattress London.
Parkhill Mfg. Co., Ltd., Montrea Winnipeg, Vancouver.
J. C. Sloane, Owen Sound.
St. Lawrence Furniture Co., Riv du Loup, Quebec.
James Steel & Co., Guelph.
The Steel Furnishing Co., New G gow, N.S.
Whitworth & Restall, Toronto.

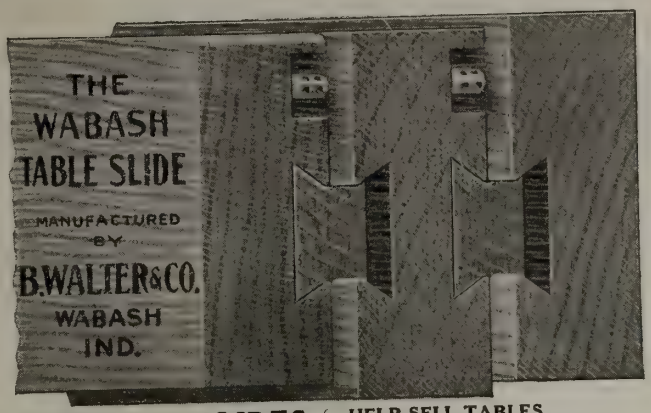
BOX SPRINGS

Canada Furniture Manufactu Ltd., Woodstock.
Canadian Feather and Mattress Toronto.
Gold Medal Furniture Mfg. Co. ronto.
Ideal Bedding Co., Toronto.
Ives Modern Bedstead Co., Corn
F. W. & S. Mason, St. Andrews.
Ontario Spring Bed and Mattres London.
Parkhill Mfg. Co., Ltd., Mon Winnipeg, Vancouver.
Quality Mattress Co., Waterloo
Standard Bedding Co., Toront

THE
HEART
OF YOUR EXTENSION TABLE IS THE
SLIDE

YOUR TABLE IS CONDEMNED IF THE SLIDE DOES NOT WORK PROPERLY

WABASH SLIDES
INSURE
SATISFIED CUSTOMERS



WABASH SLIDES { HELP SELL TABLES. ELIMINATE SLIDE TROUBLES

WE ARE
SLIDE SPECIALISTS
Having manufactured SLIDES exclusively—for 30 years
Many Canadian Table-makers use
WABASH SLIDES—
Because
We furnish Better SLIDES at Lower Cost.

Made by
B. WALTER & COMPANY
Factory St. WABASH, IND.
The Largest Exclusive Table-Slide manufacturers in America



"Has So Many Unique Talking Points"

That, in a breath, tells the reason why the Elite and the Peerless Folding Tables hardly reach the dealers' floors before "they begin to turn around and go right out again." Every one who sees one wants one. The

ELITE
FOLDING TABLE

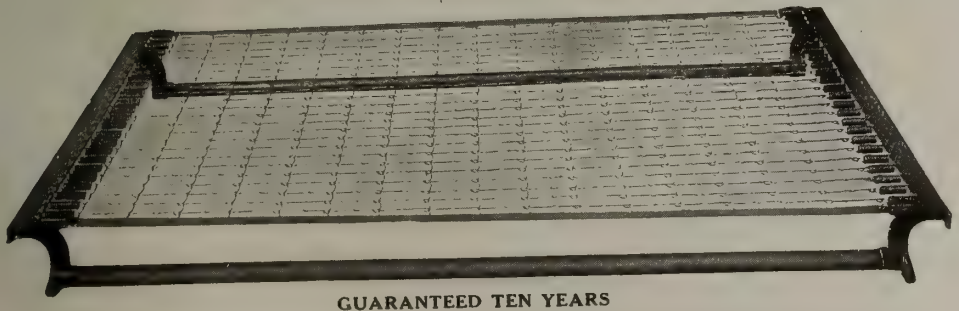
like its companion in comfort—the Peerless—has so many points of appeal that almost all the salesman has to do is to give a simple demonstration of the table to make a sale. Orders that keep coming in indicate the way in which this handy article of furniture is "catching on" with all classes of people for all purposes.

Write for attractive proposition to buyers of gross lots.

Hourd & Co., Limited *Sole Licensees and Manufacturers* Dept. W LONDON

The Royal Patent Twin Link Spring

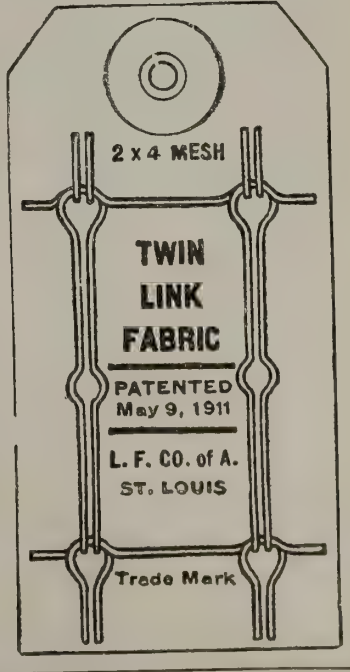
is the best you can sell or recommend to your customers



GUARANTEED TEN YEARS

The most comfortable, noiseless, and lightest Bed Spring of this character ever devised.

Small mesh openings, longitudinal double wire links of just the proper size for flexibility, resilience, comfort and strength. There are no loose connecting links cross-wise to become displaced and noisy. The straight pull of the twin links on the helical springs means great comfort for both occupants of a double bed, as there can be no sagging whatever. Write for booklet.



The Canadian Feather & Mattress Co., Limited
TORONTO OTTAWA

BOLSTER ROLLS

Dymond-Colonial Co., Strathroy.
Ideal Bedding Co., Toronto.
Ives Modern Bedstead Co., Cornwall.
Ontario Spring Bed and Mattress Co., London.
Parkhill Mfg. Co., Ltd., Montreal, Winnipeg, Vancouver.
Quality Mattress Co., Waterloo.

CHIFFONIERS (Odd or to match Dressers and Stands)

M. F. Beach Co., Winchester.
Beach Furniture Co., Cornwall.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Crown Furniture Co., Preston.
Dominion Furniture Mfg. Co., St. Therese, Que.
Durham Furniture Co., Durham.
Dymond-Colonial Co., Strathroy.
Eastern Townships Furn. Mfg. Co., Arthabaska, Que.
Gibbard Furniture Co., Napanee.
Hepworth Mfg. Co., Hepworth.
Hibner Furniture Co., Kitchener.
Jacques Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
Geo. McLagan Furniture Co., Stratford, Ont.
Malcolm & Souter Furniture Co., Hamilton.
Andrew Malcolm Furniture Co., Kincardine.
Markdale Furniture Co., Markdale.
Meaford Mfg. Co., Meaford.
J. Oliver & Sons, Ltd., Ottawa.
Peppler Bros., Hanover, Ont.
Spiesz Furniture, Ltd., Hanover.
Stratford Chair Co., Stratford.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.
Windsor Furniture Co., Windsor, N.S.

COMFORTERS

Canadian Feather and Mattress Co., Toronto.
Parkhill Mfg. Co., Ltd., Montreal, Winnipeg, Vancouver.
Toronto Feather and Down Co., Toronto.

COSTUMERS

Anthes Furniture Co., Kitchener.
Beach Furniture Co., Cornwall.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Chesley Chair Co., Chesley.
Hespeler Furniture Co., Hespeler.
Ideal Bedding Co., Toronto.
Ives Modern Bedstead Co., Cornwall.
Jacques Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Krug Bros. & Co., Chesley.
A. Malcolm Furniture Co., Kincardine.
Malcolm & Souter Furniture Co., Hamilton.
Meaford Mfg. Co., Meaford.
J. C. Mundell & Co., Elora.
National Table Co., Owen Sound.
North American Furniture Co., Owen Sound.
North American Bent Chair Co., Owen Sound.
Ontario Spring Bed & Mattress Co., London.
Parkhill Mfg. Co., Ltd., Montreal, Winnipeg, Vancouver.
Snyder Bros. Upholstering Co., Waterloo.
Toronto Furniture Co., Toronto.
Woeller, Bolduc & Co., Waterloo.
Wunder Furniture Mfg. Co., Kitchener.

COTS

Canadian Mersereau Co., Toronto.
Gold Medal Furniture Mfg. Co., Toronto.
Ideal Bedding Co., Toronto.
Ives Modern Bedstead Co., Cornwall.
Krug Bros. & Co., Chesley.
Munro Wire Works, St. Andrews, N.S.
Ontario Spring Bed and Mattress Co., London.
Parkhill Mfg. Co. Ltd., Montreal, Winnipeg, Vancouver.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.
Stratford Mfg. Co., Stratford.

CRADLES

See also Iron and Brass Beds.

Canada Furniture Manufacturers, Ltd., Woodstock.
Eastern Townships Furn. Mfg. Co., Arthabaska, Que.
Gendron Mfg. Co., Toronto.
Kilgour & Bros., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
Lea-Trimble Mfg. Co., Toronto.
North American Bent Chair Co., Owen Sound.
J. Oliver & Sons, Ltd., Ottawa.
Roxton Mill & Chair Mfg. Co., Waterloo, Quebec.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.

CRIBS

See Beds (brass and iron).
See also cradles.

DRESSERS (Only)

Canada Furniture Manufacturers Ltd., Woodstock.
Crown Furniture Co., Preston.
Jacques Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Geo. McLagan Furniture Co., Stratford, Ont.
Andrew Malcolm Furniture Company, Kincardine.
Peppler Bros., Hanover, Ont.

DRESSERS, CHIFFONIERS, CHEVALS, WASHSTANDS, SOMNOES, DRESSING TABLES, ETC.

Anthes Furniture Co., Kitchener.
Beach Furniture Co., Cornwall.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Dominion Furniture Mfg. Co., St. Therese, Que.
Dymond-Colonial Co., Strathroy.
Eastern Townships Furn. Mfg. Co., Arthabaska, Que.
Gibbard Furniture Co., Napanee.
Hepworth Mfg. Co., Hepworth.
Hespeler Furniture Co., Hespeler.
Hibner Furniture Co., Kitchener.
Jacques Furniture Co., Kitchener.
Kilgour & Bro., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
Geo. McLagan Furniture Co., Stratford, Ont.
Malcolm & Souter Furniture Co., Hamilton.
A. Malcolm Furniture Co., Kincardine.
Meaford Mfg. Co., Meaford.
North American Furniture Co., Owen Sound.
Orillia Furniture Co., Orillia
J. Oliver & Sons, Ltd., Ottawa.
Peppler Bros., Hanover, Ont.
Spiesz Furniture Co., Hanover.
Stratford Chair Co., Stratford.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.
Toronto Furniture Co., Toronto.
Victoriaville Furniture Co., Victoriaville, Que.
Windsor Furniture Co., Windsor, N.S.

DRESSERS AND WASHSTANDS (Odd)

M. F. Beach Co., Winchester.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Crown Furniture Co., Preston.
Dominion Furniture Mfg. Co., St. Therese, Que.
Dymond-Colonial Co., Strathroy.
Eastern Townships Furniture Mfg. Co., Arthabaska, Que.
Gibbard Furniture Co., Napanee.
Hepworth Mfg. Co., Hepworth.
Jacques Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
Geo. McLagan Furniture Co., Stratford, Ont.
Malcolm & Souter Furniture Co., Hamilton.
Markdale Furniture Co., Markdale.
Meaford Mfg. Co., Meaford.
McGill Chair Co., Cornwall.
J. Oliver & Son, Ltd., Ottawa.
Spiesz Furniture Co., Hanover.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.
Stratford Chair Co., Stratford.
Windsor Furniture Co., Windsor, N.S.

DRESSING TABLE DESKS

Canada Furniture Manufacturers, Ltd., Woodstock.
Dymond-Colonial Co.'s, Strathroy.
Gibbard Furniture Co., Napanee, Ont.
Hespeler Furniture Co., Hespeler.
Jacques Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Geo. McLagan Furniture Co., Stratford, Ont.
And. Malcolm Furniture Co., Kincardine.
Malcolm & Souter Furniture Co., Hamilton.
Meaford Mfg. Co., Meaford.
National Table Co., Owen Sound.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.

HAMPERS

Canada Furniture Manufacturers Ltd., Woodstock.

IRON BUNKS

Ideal Bedding Co., Toronto.
Ives Modern Bedstead Co., Cornwall
Ontario Spring Bed & Mattress Co London.
Parkhill Mfg. Co., Ltd., Montrea Winnipeg, Vancouver.

LADIES' DRESSING TABLES (Od or to match Dressers and Stands)

M. F. Beach Co., Winchester.
Beach Furniture Co., Cornwall.
Bell Furniture Co., Southampton.
Canada Furniture Manufacture Ltd., Woodstock.
Crown Furniture Co., Preston.
Dymond-Colonial Co., Strathroy.
Eastern Townships Furniture Mf Co., Arthabaska, Que.
Gibbard Furniture Co., Napanee.
Hespeler Furniture Co., Hespeler.
Hibner Furniture Co., Kitchener.
Jacques Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Krug Bros, & Co., Chesley.
Geo. McLagan Furniture Co., Stratford, Ont.
Malcolm & Souter Furniture Hamilton.

RATTAN CHAIRS



Season's Compliments

WHICH WE EXTEND TO YOU, WE ESTEEM IT A PRIVILEGE TO EXPRESS OUR APPRECIATION OF THE TRADE'S LIBERAL SUPPORT DURING THE YEAR OF 1917 WE ALSO HOPE TO MAKE THE C.R.C. LINES A BIG FEATURE IN YOUR BUSINESS PROSPERITY DURING 1918, AND MAY THAT PROSPERITY EXCEED THAT OF ANY PREVIOUS YEAR. HOW CAN WE WISH YOU MORE?

The Canadian Rattan Chair Company

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Victoriaville, Quebec

And. Malcolm Furniture Co., Kincardine.
Meaford Mfg. Co., Meaford.
J Oliver & Son, Ltd., Ottawa.
Spiesz Furniture Co., Hanover.
Stratford Chair Co.. Stratford.

MATTRESSES

Antiseptic Bedding Co., Toronto.
Bothwell Mfg. Co., Bothwell.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Feather and Mattress Co., Toronto.
Dymond-Colonial Co., Strathroy.
Edmonton Tent and Mattress Co., Edmonton.
Empire Bedding & Upholstering Co., Toronto.
Gold Medal Furniture Mfg. Co., Toronto.
Ideal Bedding Co., Toronto.
Ives Modern Bedstead Co., Cornwall.
Keystone Bedding Co., London, Ont.
Kilgour & Bro., Beauharnois, Que.
Krug Bros. & Co., Chesley.
J. B. Larose, Hull, Que.
Marshall Sanitary Mattress Co. Ltd., Toronto.
F. W. & S. Mason, St. Andrews, N.B.
Ontario Spring Bed and Mattress Co., London.
Parkhill Mfg. Co., Ltd., Montreal, Winnipeg, Vancouver.
Peterboro Mattress Co., Peterboro.
Quality Mattress Co., Waterloo.
Quebec Mattress Co., Quebec.
Schreiter & Co., Kitchener.
Standard Bedding Co., Toronto.
St. Lawrence Furniture Co., Riviere du Loup, Que.
Whitworth & Restall, Toronto.

PILLOWS

Antiseptic Bedding Co., Toronto.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Feather and Mattress Co., Toronto.
Ideal Bedding Co., Toronto.
Ives Modern Bedstead Co., Cornwall.
Kilgour & Bro., Beauharnois, Que.
Krug Bros. & Co., Chesley.
J. B. Larose Jr., Hull, Que.
F. W. & S. Mason, St. Andrews, N.B.
Munro Wire Works, Ltd., New Glasgow, N.S.
Ontario Spring Bed and Mattress Co., London.
Parkhill Mfg. Co., Ltd., Montreal, Winnipeg, Vancouver.
Quality Mattress Co., Waterloo.
Restmore Mfg. Co., Vancouver.
Standard Bedding Co., Toronto.
Toronto Feather and Down Co., Toronto.
Whitworth & Restall, Toronto.

WARDROBES

M. F. Beach Co., Winchester.
Bothwell Mfg. Co., Bothwell, Ont.
Canada Furniture Manufacturers, Ltd., Woodstock.
Crown Furniture Co., Preston.
Dominion Furniture Mfg. Co., St Therese, Que.
Eastern Townships Furniture Mfg. Co., Arthabaska, Que.
Hepworth Mfg. Co., Hepworth.
Hespeler Furniture Co., Hespeler.
Jacques Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
Malcolm & Souter Furniture Co., Hamilton.
And. Malcolm Furniture Co., Kincardine.
Markdale Furniture Co., Markdale.
Meaford Mfg. Co., Meaford.
J. Oliver & Sons, Ltd., Ottawa.
Peppler Bros., Hanover.
Spiesz Furniture Co., Hanover.
Stratford Chair Co., Stratford.
St. Lawrence Furniture Co., Riviere du Loup, Que.

Dining Room Furniture

BUFFETS, SIDEBOARDS, EXTENSION TABLES, SIDE TABLES, CHINA CABINETS, DINERS.

Anthes Furniture Co., Kitchener.
M. F. Beach Co., Winchester.
Berlin Table Mfg. Co., Kitchener.
Beach Furniture Co., Cornwall.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Crown Furniture Co., Preston.
Gibbard Furniture Co., Napanee.
Hepworth Mfg. Co., Hepworth.
Hespeler Furniture Co., Hespeler.
Hibner Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
Lippert Furniture Co., Kitchener.
And. Malcolm Furniture Co., Kincardine.
Malcolm & Souter Furniture Co., Hamilton.
Geo. McLagan Furniture Co., Stratford.
Meaford Mfg. Co., Meaford.
North American Furniture Co., Owen Sound.
Neustadt Mfg. Co. Ltd., Neustadt.
J. Oliver & Sons, Ottawa.
Peppler Bros., Hanover.
Stratford Chair Co., Stratford.
Strathroy Furniture Co., Strathroy.
St. Lawrence Furniture Co., Riviere du Loup, Que.
Tickell Sons & Co., Belleville.
Toronto Furniture Co., Toronto.
Victoriaville Furniture Co., Victoriaville, Que.
Windsor Furniture Co., Windsor, N.S.
Wunder Furniture Mfg. Co., Kitchener.

BUFFETS AND SIDEBOARDS (only)

Also see Buffets, etc.
Canada Furniture Manufacturer Ltd., Woodstock.
Dominion Furniture Mfg. Co., St. Therese, Que.
Eastern Townships Furniture Mfg. Co., Arthabaska, Que.
Gibbard Furniture Co., Napanee.
Hespler Furniture Co., Hespler.
Kilgour & Bros., Beauharnois, Que.
H. Krug Furniture Co., Kitchener.
D. H. Langlois & Co., St. John's, Que.
Markdale Furniture Co., Markdale.
Geo. McLagan Furniture Co., Stratford, Ont.
Meaford Mfg. Co. Ltd., Meaford.
Megantic Furniture Co., Megantic, Que.
National Table Co., Owen Sound.
Orillia Furniture Co., Orillia.
Paquet & Godbout, St. Hyacinthe, Que.
Spiesz Furniture Co., Ltd., Hanover.

CHINA CABINETS (Only—Odd or to match Sideboards and Buffets)

Canada Furniture Mfrs. Ltd., Woodstock.
Crown Furniture Co., Preston.
Dominion Furniture Mfg. Co., St. Therese, Que.
Eastern Townships Furniture Mfg Co., Arthabaska, Que.
Gibbard Furniture Co., Napanee.
Hibner Furniture Co., Kitchener.
Jacques Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Geo. McLagan Furniture Co., Stratford, Ont.
Peppler Bros., Hanover, Ont.

CURATES

Canada Furniture Manufacturers, Ltd., Woodstock.
Gendron Mfg. Co., Toronto.
H. Krug Furniture Co., Kitchener.
Toronto Furniture Co., Toronto.

DINERS (only)

Also see Buffets, etc.
Canada Furniture Mfrs. Ltd., Woodstock.
Ball Furniture Co., Hanover.
Chesley Chair Co., Chesley.
F. E. Coombe Furniture Co., Kincardine.
Elora Furniture Co., Elora, Ont.
Elmira Furniture Co., Elmira.
Fraserville Chair Co., Riviere du Loup, Que.
Giddings, Ltd., Granby, Que.
Gold Medal Furniture Co., Toronto.
H. Krug Furniture Co., Kitchener.
Lippert Furniture Co., Kitchener.
John C. Mundell & Co., Elora.
Geo. McLagan Furniture Co., Kitchener.
McGill Chair Co., Cornwall.
North American Bent Chair Co., Owen Sound.
Owen Sound Chair Co., Owen Sound.
Preston Chair Co., Preston.
Roxton Mill & Chair Co., Waterloo, Que.
Schierholtz Furniture Co., New Hamburg.
Stanfold Chair Mfg. Co., Stanfold, Quebec.
Victoriaville Chair Co., Victoriaville.
Woeller, Bolduc & Co., Waterloo.
Wunder Furniture Mfg. Co., Kitchener.

DINING ROOM TABLES (not adjustable)

Canada Furniture Manufacturers, Ltd., Woodstock.
Chesley Furniture Co., Chesley, manufacturers of "Twins."
Dominion Furniture Co., St. Therese, Que.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Krug Bros. & Co., Chesley.
National Table Co., Owen Sound.
Geo. McLagan Furniture Co., Stratford.

EXTENSION TABLES (odd)

Also see Buffets, etc.
Baird Bros., Plattsville.
Berlin Table Mfg. Co., Kitchener.
Canada Furniture Mfrs. Ltd., Woodstock.
Chesley Furniture Co., Chesley.
Dominion Furniture Mfg. Co., St. Therese, Que.
Eastern Townships Furniture Co., Arthabaska, Que.
Harriston Furniture Co., Harriston.
Hespeler Furniture Co., Hespeler.
Kilgour & Bro., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Geo. J. Lippert Table Co., Kitchener
Lucknow Table Co., Lucknow.
Geo. McLagan Furniture Co., Stratford, Ont.
Markdale Furniture Co., Markdale.
Meaford Mfg. Co., Ltd., Meaford.
National Table Co., Owen Sound.
Orillia Furniture Co., Orillia.
J. Oliver & Sons, Ottawa.
Spiesz Furniture Co., Hanover.



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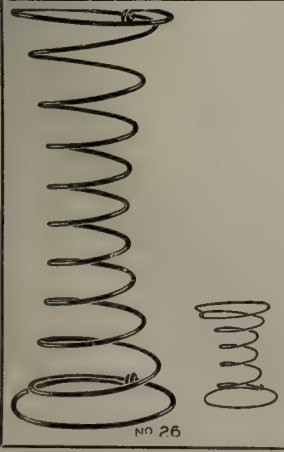
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CHESTERFIELDS

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DAVENPORTS

See upholstered furniture.

MUSIC CABINETS

Beach Furniture Co, Cornwall.
Bell Furniture Co., Southampton.
Brantford Piano Case Co., Brantford.
Canada Furniture Manufacturers, Ltd., Woodstock.
Dominion Furniture Mfg. Co., St. Therese, Que.
Dymond-Colonial Co., Strathroy.
Gibbard Furniture Co., Napanee, Ont.
Gold Medal Furniture Mfg. Co., Toronto.
Hespeler Furniture Co., Hespeler.
D. Hibner Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Malcolm & Souter Furniture Co., Hamilton.
And. Malcolm Furniture Co., Kincardine.
Geo. McLagan Furniture Co., Stratford.
Meaford Mtg. Co, Meaford.
Newbigging Cabinet Co., Hamilton.
North American Furniture Co., Owen Sound.

LIVING ROOM CHAIRS AND ROCKERS

Chesley Chair Co., Chesley, Ont.
H. Krug Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Lippert Furniture Co., Kitchener.
National Table Co., Owen Sound, Ont.
Wunder Furniture Mfg. Co., Kitchener.

PARLOR CHAIRS and ROCKERS

See reed and upholstered furniture.

PARLOR SUITES

See upholstered furniture

PARLOR CABINETS

Canada Furniture Manufacturers Ltd., Woodstock.
Knechtel Furniture Co., Hanover.
Malcolm & Souter Furniture Co., Hamilton.
Geo. McLagan Furniture Co., Stratford.

PIANO BENCHES

Canada Furniture Manufacturers Ltd., Woodstock.
Knechtel Furniture Co., Hanover.
Geo. McLagan Furniture Co., Stratford, Ont.
Gold Medal Furniture Mfg. Co., Toronto.

PARLOR TABLES

Anthes Furniture Co., Kitchener.
Baetz Bros. Furniture Co., Kitchener.
Beach Furniture Co., Cornwall.
Canada Furniture Manufacturers, Ltd., Woodstock.
Chesley Furniture Co., Chesley.
F. E. Coombe Furniture Co., Kincardine.
Dominion Furniture Mfg. Co., St. Therese, Que.
Elmira Furniture Co., Elmira.
Frayne Furniture Co., Iroquois.
Gendron Mfg. Co., Toronto.
Harriston Furniture Mfg. Co., Harriston.
Hespeler Furniture Co., Hespeler.
D. Hibner Furniture Co., Kitchener.
Kilgour & Bro., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
J. Kreiner & Co., Kitchener.
H. Krug Furniture Co., Kitchener.
Krug Bros. & Co., Chesley.
D. H. Langlois & Co., St. John's, Que.
Geo. J. Lippert Table Co., Kitchener.
Malcolm & Souter Furniture Co., Hamilton.
And. Malcolm Furniture Co., Kincardine.
Markdale Furniture Co., Markdale.
Meaford Mfg. Co., Meaford.
Geo. McLagan Furniture Co., Stratford.
National Table Co., Owen Sound.
North American Bent Chair Co., Owen Sound.
J. Oliver & Sons, Ottawa.
Orillia Furniture Co., Orillia.
Peppler Bros., Hanover.
Strathroy Furniture Co., Strathroy.
Stratford Chair Co., Stratford.
St. Lawrence Furniture Co., Riviere du Loup, Que.
Toronto Furniture Co., Toronto.
Woeller, Bolduc & Co., Waterloo.

PEDESTALS

Baetz Bros. & Co., Kitchener.
Beach Furniture Co., Cornwall
Canada Furniture Manufacturers, Ltd., Woodstock.
Chesley Furniture Co., Chesley.
Elmira Furniture Co., Elmira.
Globe Furniture Co., Waterloo.
Gold Medal Furniture Mfg. Co., Toronto.
D. Hibner Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
J. Kreiner & Co., Kitchener.
Krug Bros. & Co., Chesley.
H. Krug Furniture Co., Kitchener.
G. J. Lippert Table Co., Kitchener.
Lippert Furniture Co., Kitchener.
Malcolm & Souter Furniture Co., Hamilton.
And. Malcolm Furniture Co., Kincardine.
Geo. McLagan Furniture Co., Stratford.
Meaford Mfg. Co., Meaford.
J. C. Mundell & Co., Elora.
National Table Co., Owen Sound.
North American Furniture Co., Owen Sound.
Otterville Mfg. Co., Otterville.
Peppler Bros., Hanover.
Strathroy Furniture Co., Strathroy.
Toronto Furniture Co., Toronto.
Wunder Furniture Mfg. Co., Kitchener.
Woeller, Bolduc & Co., Waterloo.

Library and Den Furniture

BOOKCASES

Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canada Office and School Furniture Co., Preston.
F. E. Coombe Furniture Co., Kincardine.
Dominion Furniture Mfg. Co., St. Therese, Que.
Gibbard Furniture Co., Napanee.
Globe Furniture Co., Waterloo.
Hibner Furniture Co., Kitchener.
Jacques Furniture Co., Kitchener.
Kilgour & Bro., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
J. Kreiner & Co., Kitchener.
Krug Bros. & Co., Chesley.
H. Krug Furniture Co., Kitchener.
Lippert Furniture Co., Kitchener.
Markdale Furniture Co., Markdale.
And. Malcolm Furniture Co., Kincardine.
G. McLagan Furniture Co., Stratford.
Meaford Mfg. Co., Meaford.
North American Furniture Co., Owen Sound.
Strathroy Furniture Co., Strathroy.
St. Lawrence Furniture Co., Riviere du Loup, Que.
Spiesz Furniture Co., Hanover.
Toronto Furniture Co., Toronto.
Windsor Furniture Co., Windsor, N.S.

BOOK STANDS

(See Magazine Racks).

BOOKCASES (Sectional)

Baetz Bros & Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Globe-Wernicke Co,. Stratford.
D. Hibner Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
George McLagan Furniture Co., Stratford.

CARD AND DEN TABLES

Baetz Bros. & Co., Kitchener.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Chesley Furniture Co., Chesley.
F. E. Coombe Furniture Co., Kincardine.
Gendron Mfg. Co., Toronto.
Hespeler Furniture Co., Hespeler.
Hourd & Co., London.
D. Hibner Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
J. Kreiner & Co., Kitchener.
Krug Bros. & Co., Chesley.
H. Krug Furniture Co., Kitchener.
G. J. Lippert Table Co., Kitchener.
Malcolm & Souter Furniture Co., Hamilton.
And. Malcolm Furniture Co., Kincardine.
Geo. McLagan Furniture Co., Stratford.
Meaford Mfg. Co., Meaford.
Montreal Upholstering Co., Montreal.
J. C. Mundell & Co., Elora.
National Table Co., Owen Sound.
North American Bent Chair Co., Owen Sound.
North American Furniture Co., Owen Sound.
Otterville Mfg. Co., Otterville.
Sidway Mercantile Co., Toronto.
Snyder Bros., Upholstering Co., Waterloo.
Stratford Mfg. Co., Stratford.
Strathroy Furniture Co., Strathroy.
Walker & Clegg, Wingham.
Westport Woodworking Co., Westport, Ont.
Woeller, Bolduc & Co., Waterloo.
Wunder Furniture Mfg. Co., Kitchener.

CELLARETTES

Canada Furniture Manufacturers, Ltd. Woodstock.
Dymond-Colonial Co., Strathroy.
J. Kreiner & Co., Kitchener.
H. Krug Furniture Co., Kitchener.
And. Malcolm Furniture Co., Kincardine.
J. C. Mundell & Co., Elora.
North American Furniture Co., Owen Sound.
Toronto Furniture Co., Toronto.

CHAIRS and SETTEES

See upholstered furniture.

COUCHES

See upholstered furniture.

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DAVENPORTS

See upholstered furniture.

DESKS, LIBRARY

Anthes Furniture Co., Kitchener.
Baetz Bros. & Co., Kitchener.
Baird Bros., Plattsville.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canada Office and School Furniture Co., Preston.
F. E. Coombe Furniture Co., Kincardine.
Dominion Furniture Co., St. Therese, Que.
Dymond-Colonial Co.'s, Strathroy.
Elmira Furniture Co. Ltd., Elmira.
Globe-Wernicke Co., Stratford.
Hibner Furniture Co., Kitchener.
Krug Bros. & Co., Chesley.
Knechtel Furniture Co., Hanover.
Lippert Furniture Co., Kitchener.
Markdale Furniture Co., Markdale.
Meaford Mfg. Co., Meaford.
Geo. McLagan Furniture Co., Stratford.
And. Malcolm Furniture Co., Kincardine.
J. C. Mundell & Co., Elora.
National Table Co., Owen Sound.
North American Furniture Co., Owen Sound.
Peppler Bros., Hanover
Preston Furniture Co., Preston.
Strathroy Furniture Co., Strathroy.
Wunder Furniture Mfg. Co., Kitchener.

LIBRARY TABLES

Anthes Furniture Co., Kitchener.
Baetz Bros. & Co., Kitchener.
Baird Bros., Plattsville.
Bell Furniture Co., Southampton.
Berlin Office & Fixture Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canada Office and School Furniture Co., Preston.
Chesley Chair Co., Chesley.
F. E. Coombe Furniture Co., Kincardine.
Dominion Furniture Mfg. Co., St. Therese, Que.
Durham Furniture Co., Durham.
Dymond-Colonial Co.'s, Strathroy.
Elmira Furniture Co., Elmira.
Elmira Interior Woodwork Co., Elmira.
Hespeler Furniture Co., Hespeler.
D. Hibner Furniture Co., Kitchener.
Jacques Furniture Co., Kitchener.
Kilgour & Bros., Ltd., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
J. Kreiner & Co., Kitchener.
H. Krug Furniture Co., Kitchener.
Krug Bros., & Co., Chesley.
G. J. Lippert Table Co., Kitchener.
And. Malcolm Furniture Co., Kincardine.
Malcolm & Souter Furniture Co., Hamilton.
Geo. McLagan Furniture Co., Stratford.
Meaford Mfg. Co., Meaford.
John C. Mundell & Co., Elora.
National Table Co., Owen Sound.
North American Furniture Co., Owen Sound.
Peppler Bros., Hanover.
Spiesz Furniture Co., Hanover.
Snyder Bros. Upholstering Co., Waterloo.
Stratford Chair Co., Stratford.
Strathroy Furniture Co., Strathroy.
Toronto Furniture Co., Toronto
Walker & Clegg, Wingham.
Waterloo Furniture Co., Waterloo.
Woeller, Bolduc & Co., Waterloo.
Wunder Furniture Mfg. Co., Kitchener.

MAGAZINE RACKS AND STANDS

Baetz Bros. & Co., Kitchener.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Office and School Furniture Co., Preston.
Dymond-Colonial Co., Strathroy.
Gold Medal Furniture Mfg. Co., Toronto.
D. Hibner Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
J. Kreiner & Co., Kitchener.
H. Krug Furniture Co., Kitchener.
Krug Bros. & Co., Chesley.
Lippert Furniture Co., Kitchener.
And. Malcolm Furniture Co., Kincardine.
Malcolm & Souter Furniture Co., Hamilton.
Geo. McLagan Furniture Co., Stratford.
Matthew Bros., Toronto.
J. C. Mundell & Co., Elora.
Meaford Mfg. Co., Meaford.
National Table Co., Owen Sound.
North American Furniture Co., Owen Sound.
Preston Chair Co., Preston.
Snyder Bros. Upholstering Co., Waterloo.
Strathroy Furniture Co., Strathroy.
Walker & Clegg, Wingham.
Wunder Furniture Mfg. Co., Kitchener.

MORRIS CHAIRS

J. P. Albrough & Co., Ingersoll.
Canada Furniture Manufacturers, Ltd., Woodstock
F. E. Coombe Furniture Co., Kincardine.
Dominion Furniture Mfg. Co., St Therese, Que.
Ellis Furniture Co., Ingersoll.
Farquharson-Gifford Co., Stratford.
Gold Medal Furniture Mfg. Co., Toronto.
G. H. Hachborn & Co., Kitchener.
Imperial Rattan Co., Stratford.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
H. Krug Furniture Co., Kitchener.
Lippert Furniture Co., Kitchener.
Walter Meades & Co., Hanover.
Morlock Bros., Hanover.
J. C. Mundell & Co., Elora.
Owen Daveno Bed Co., Hespeler.
Parlor Furniture Manufacturers Ltd., Pointe-aux-Trembles, Que.
Schierholtz Furniture Co., New Hamburg.
Snyder Bros. Upholstering Co., Waterloo.
Royal Upholstering Co., Toronto.
Walker & Clegg, Wingham.
Waterloo Furniture Co., Waterloo.
Woeller, Bolduc & Co., Waterloo.

SMOKERS' SETS

Canada Furniture Manufacturers Ltd., Stratford.
F. E. Coombe Furniture Co., Kincardine.
Knechtel Furniture Co., Hanover.
And. Malcolm Furniture Co., Kincardine.
Meaford Mfg Co., Meaford.
J. C. Mundell & Co., Elora.
North American Furniture Co., Owen Sound.
National Table Co., Owen Sound.
Parlor Furniture Manufacturers, Pointe-aux-Trembles, Que.

WRITING TABLES AND SECRETARIES

Anthes Furniture Co., Kitchener.
Baetz Bros. & Co., Kitchener.
Bell Furniture Co., Southampton.
F. E. Coombe Furniture Co., Kincardine.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canada Office & School Furniture Co., Preston
Dominion Furniture Mfg. Co., St. Therese, Que.
Durham Furniture Co., Durham.
Elmira Furniture Co., Elmira.
Hibner Furniture Co., Kitchener.
Kilgour & Bro., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
H. Krug Furniture Co., Kitchener.
G. J. Lippert Table Co., Kitchener.
And. Malcolm Furniture Co., Kincardine.
Malcolm & Souter Furniture Co., Hamilton.
Markdale Furniture Co., Markdale.
Meaford Mfg. Co., Meaford.
J. C. Mundell & Co., Elora.
Geo. McLagan Furniture Co., Strat ford.
North American Furniture Co., Owen Sound.
Snyder Bros. Upholstering Co., Waterloo.
Spiesz Furniture Co., Hanover.
Stratford Chair Co., Stratford.
Strathroy Furniture Co., Strathroy.
St. Lawrence Furniture Co., Riviere du Loup, Que.
Toronto Furniture Co., Toronto.
Windsor Furniture Co., Windsor, N.S.
Wunder Furniture Mfg. Co., Kitchener.

Hall Furniture

CONSOLE TABLES AND MIRRORS

Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Hespeler Furniture Co., Hespeler.
H. Krug Furniture Co., Kitchener.
And. Malcolm Furniture Co., Kincardine.
North American Furniture Co., Owen Sound.
Wunder Furniture Co., Kitchener.

HALL CHAIRS

Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
F. E. Coombe Furniture Co., Kincardine.
C. P. Gilinas & Frere, Three Rivers, Que.
Elmira Furniture Co., Elmira.
Hespeler Furniture Co., Hespeler.
D. Hibner Furniture Co., Kitchener.
Krug Bros. & Co., Chesley.
H. Krug Furniture Co., Kitchener.
McGill Chair Co., Cornwall.
Geo. McLagan Furniture Co., Stratford.
J. C. Mundell & Co., Elora.
North American Bent Chair Co., Owen Sound.
North American Furniture Co., Owen Sound.
Preston Chair Co., Preston.
Stanfold Chair Mfg. Co., Stanfold, Que.
Stratford Chair Co., Stratford.
Wunder Furniture Co., Kitchener.



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Owen Sound Ontario

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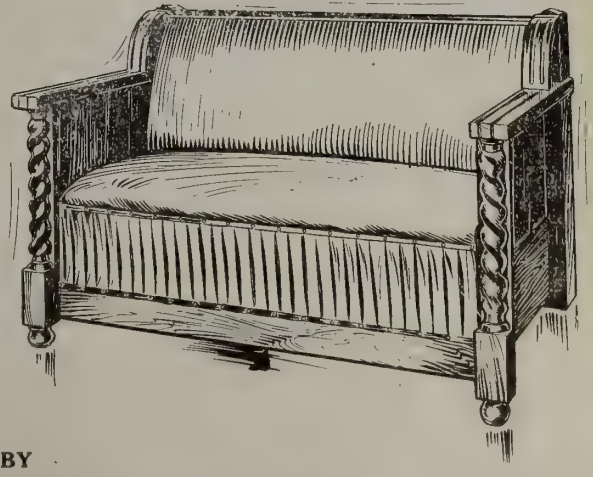
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HALL CLOCKS

Baetz Bros. & Co., Kitchener.

HALL SEATS AND MIRRORS

Anthes Furniture Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Dymond-Colonial Co., Strathroy.
D. Hibner Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Krug Bros. & Co., Chesley.
Lippert Furniture Co., Kitchener.
Geo. McLagan Furniture Co., Stratford.
Meaford Mfg. Co., Meaford.
Markdale Furniture Co., Markdale.
National Table Co., Owen Sound, Ont.
North American Furniture Co., Owen Sound.
Peppler Bros., Hanover.
Wunder Furniture Mfg. Co., Kitchener.

HALL TREES

Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Hespeler Furniture Co., Hespeler.
D. Hibner Furniture Co., Kitchener.
H. Krug Furniture Co., Kitchener.
Lindsay Library & Office Fittings, Lindsay.
Geo. McLagan Furniture Co., Stratford.
J. C. Mundell & Co., Elora.
Meaford Mfg. Co., Meaford.
National Table Co., Owen Sound.
North American Bent Chair Co., Owen Sound.
North American Furniture Co., Owen Sound.
Peppler Bros., Hanover.
Snyder Bros. Upholstering Co., Waterloo.
Woeller, Bolduc & Co., Waterloo.
Wunder Furniture Mfg. Co., Kitchener.

HALL RACKS

Anthes Furniture Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Dominion Furniture Mfg. Co., St. Therese, Que.
Dymond-Colonial Co., Strathroy.
D. Hibner Furniture Co., Kitchener.
Kilgour Bros. & Co., Beauharnois, Que.
Lippert Furniture Co., Kitchener.
Meaford Mfg. Co., Meaford.
Geo. McLagan Furniture Co., Stratford.
Peppler Bros., Hanover.
St. Lawrence Furniture Co., Riviere du Loup, Que.
Wunder Furniture Mfg. Co., Kitchener.

UMBRELLA STANDS

Anthes Furniture Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock
F. E. Coombe Furniture Co., Kincardine.
Dymond-Colonial Co., Strathroy.
Elmira Furniture Co., Elmira.
Hespeler Furniture Co., Hespeler.
Interior Hardwood Co., Kitchener.
J. Kreiner & Co., Kitchener.
H. Krug Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Malcolm & Souter Furniture Co., Hamilton.
Geo. McLagan Furniture Co., Stratford.
Meaford Mfg. Co., Meaford.
J. C. Mundell & Co., Elora.
National Table Co., Owen Sound.
North American Bent Chair Co., Owen Sound.
North American Furniture Co., Owen Sound.
Peppler Bros., Hanover.
Snyder Bros. Upholstering Co., Waterloo.
St. Lawrence Furniture Co., Riviere du Loup, Que.
Wunder Furniture Mfg. Co., Kitchener.

Kitchen and Laundry

BAKE AND IRONING BOARDS

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Krug Bros. & Co., Chesley.
Otterville Mfg. Co., Otterville.
Stratford Mfg. Co., Stratford.

CHAIRS

Ball Furniture Co., Limited, The, Hanover.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co. Ltd., Victoriaville, Que.
Chesley Chair Co., Ltd., Chesley.
Danville Chair & Specialty Co., Danville, Que.
Dominion Chair Co., Limited, Bass River, N.S.
Durham Furniture Co., Durham.
Fraserville Chair Company, Fraserville, Que.
C. P. Gilinas & Frere, Three Rivers, Que.
Giddings, Limited, Granby, Que.
Harriston Furniture Mfg. Co., Harriston.
D. Hibner Furniture Co., Kitchener.
Kilgour Bros. & Co., Beauharnois, Que.
Krug Bros. & Co., Chesley.
Knechtel Furniture Co., Hanover.
McGill Chair Co., Cornwall.
North American Bent Chair Co., Owen Sound.
Neustadt Mfg. Co., Neustadt.
J. Oliver & Sons, Ltd., Ottawa.
Otterville Mfg. Co., Otterville.
Roxton Mill & Chair Co., Waterloo, Que.
Stanfold Chair Mfg. Co., Stanfold, Que.
George Valliere, Quebec, Que.

CLOTHES DRIERS

Chesley Chair Co., Chesley.
Stratford Mfg. Co., Stratford.

CLOTHES WRINGERS

J. H. Connor & Sons, Ottawa.

CUPBOARDS

Canada Furniture Manufacturers, Ltd., Woodstock.
Durham Furniture Co., Durham.
Eastern Townships Furniture Mfg. Co., Arthabaska, Que.
H. E. Furniture Co., Milverton.
Harriston Furniture Mfg. Co., Harriston.
Hepworth Mfg. Co., Hepworth.
Kilgour & Bro., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
Markdale Furniture Co., Markdale.
Meaford Mfg. Co., Meaford.
J. Oliver & Sons, Ottawa.
St. Lawrence Furniture Co., Riviere du Loup, Que.

CURTAIN STRETCHERS

Otterville Mfg. Co., Otterville.
Stratford Mfg. Co., Stratford.

KITCHEN CABINETS

Canada Furniture Manufacturers, Ltd., Woodstock.
Eastern Townships Furniture Mfg. Co., Arthabaska, Que
Wm. Gray, Sons & Campbell, Chatham, Ont.
Ham & Nott, Brantford.
Hepworth Mfg. Co., Hepworth.
Hourd & Co., London.
H. E. Furniture Co., Milverton.
Knechtel Furniture Co., Hanover.
Knechtel Kitchen Cabinet Co., Hanover
Krug Bros. & Co., Chesley.
Markdale Furniture Co., Markdale.
Meaford Mfg. Co., Meaford.
J. Oliver & Sons, Ottawa.
Stratford Mfg. Co., Stratford.
Watson, Ltd., Bradford.

PORCELAIN TABLES

H. E. Furniture Co., Milverton.
Stratford Mfg. Co., Stratford.

STEP-LADDER CHAIRS

Chesley Chair Co., Chesley.
Otterville Mfg. Co., Otterville.
Stratford Mfg. Co., Stratford.
Neustadt Mfg. Co. Ltd., Neustadt, Ont.

STOVES AND RANGES

Beach Foundry Co., Ottawa.
Burrow, Stewart & Milne, Hamilton.
Clare Bros., Preston.
Galt Stove & Furnace Co., Galt.
Enterprise Foundry Co., Sackville N.B.
Findlay Bros., Carleton Place.
Gurney Foundry Co., Toronto
Hall-Zryd Foundry Co., Hespeler.
Hamilton Stove & Heater Co., Hamilton.
McClary Mfg. Co., London.
Moffat Stove Co., Weston.
D. Moore Co., Hamilton.
Jas. Smart Mfg. Co., Brockville.
Jas. Stewart Mfg. Co., Woodstock.

TABLES

Canada Furniture Manufacturers, Ltd., Woodstock.
Cushing Bros., Calgary.
Eastern Townships Furniture Mfg. Co., Arthabaska, Que.
Hepworth Mfg. Co., Hepworth.
Knechtel Furniture Co., Hanover.
D. Hibner Furniture Co., Kitchener.
Kilgour & Bros., Ltd., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
H. Krug Furniture Co., Kitchener.
D. H. Langlois & Co., St. John's, Que.
Lucknow Table Co., Lucknow.
G. J. Lippert Table Co., Kitchener.
Meaford Mfg. Co., Meaford.
J. Oliver & Sons, Ottawa.
Peppler Bros., Hanover.
Spiesz Furniture Co., Hanover.
St. Lawrence Furniture Co., Riviere du Loup, Que.
Stratford Mfg. Co., Stratford.
Strathroy Furniture Co., Strathroy.
Victoriaville Furniture Co., Victoriaville, Que.
Windsor Furniture Co., Windsor, N.S.
Weiler Bros., Victoria, B.C.

TUB STANDS

J. H. Connor & Sons, Ottawa.
Otterville Mfg Co., Otterville.
Stratford Mfg. Co., Stratford.

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Eureka Refrigerator Co., Toronto.
Ham & Nott, Brantford.



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19 inches high
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1336
Esmeralda
31 inches
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1341
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2 gallon jar
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1333
Aquarium
19 inches high
$4.50

1383
Aquarium
2 gallon jar
$7.05

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Aquarium
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$5.20

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Gendron Mfg. Co., Toronto.

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(Rubber).
Lea-Trimble Mfg. Co., Toronto.

MEDICINE CABINETS

Canada Furniture Manufacturers, Ltd., Woodstock.
Dymond-Colonial Co.'s, Strathroy.
Dominion Furniture Mfg. Co., St. Therese, Que.
Gendron Mfg. Co., Toronto.
H. E. Furniture Co., Milverton.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
Meaford Mfg. Co., Meaford.
Markdale Furniture Co., Markdale.
Matthews Bros., Toronto.
North American Furniture Co., Owen Sound.
J. Oliver & Sons, Ottawa.
Philips Mfg. Co. Ltd., Toronto.
St. Lawrence Furniture Co., Riviere du Loup, Que.
D. L. Shafer Co., St. Thomas.

MIRRORS

See Novelties.

STOOLS

See office furniture.

Verandah, Lawn and Camp

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Fred G. Soper Co., Toronto.

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H. Krug Furniture Co., Kitchener.

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Ideal Bedding Co., Toronto.
Krug Bros. & Co., Chesley.
Otterville Mfg. Co., Otterville.
Roxton Mill & Chair Co., Waterloo, Quebec.
Stratford Mfg. Co., Stratford.

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(See Iron and Brass Beds).
Colleran Spring Bed Co., Ltd., Toronto.
Gold Medal Furniture Mfg. Co., Toronto.
Ideal Bedding Co., Toronto.
Krug Bros. & Co., Chesley.
Otterville Mfg. Co., Otterville.
J. Oliver & Sons, Ottawa.
Stratford Mfg. Co., Stratford.

CHAIRS, ROCKERS AND SETTEES

Baetz Bros. & Co., Kitchener.
J. E. Beauchamp & Co., Montreal
F. Bibby & Co., Dundas.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co., Victoriaville, Que.
Chesley Chair Co., Chesley.
Danville Chair Co., Danville, Que.
Fraserville Chair Co., Fraserville, Que.
Gendron Mfg. Co., Toronto.
C. P. Gilinas & Frere, Three Rivers, Que.
Imperial Rattan Co., Stratford.
W. B. Jennings, St. Thomas.
Krug Bros. & Co., Chesley.
Malcolm Co., Limited, Vancouver.
J. C. Mundell & Co., Elora.
North American Bent Chair Co., Owen Sound.
Royal Chair Co., Quebec, Que.
Roxton Mill & Chair Co., Waterloo, Que.
Snyder Bros. Upholstering Co., Waterloo.
Stanfold Chair Mfg. Co., Stanfold, Quebec.
Stratford Mfg. Co., Stratford.
Jno. Watson Mfg. Co., Ayr.

COUCH HAMMOCKS

Galt Robe Co., Galt.
Ideal Bedding Co., Toronto.
Parkhill Mfg. Co., Ltd., Montreal, Winnipeg, Vancouver.
Steel Furnishing Co., New Glasgow, N.S.

FOLDING CHAIRS

J. E. Beauchamp & Co., Montreal.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co., Victoriaville, Que.
Canadian Steel Specialty Company, Grimsby.
Chesley Chair Co., Chesley.
Globe Furniture Co., Waterloo.
Ideal Bedding Co., Toronto.
Krug Bros. & Co., Chesley.
McGill Chair Co., Cornwall.
North American Bent Chair Co., Owen Sound.
Otterville Mfg. Co., Otterville.
Roxton Mill & Chair Co., Waterloo, Que.
Stratford Mfg. Co., Stratford.

FOLDING TABLES

Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co., Victoriaville, Que.
Globe Furniture Co., Waterloo.
Hourd & Co., London.
Krug Bros. & Co., Chesley.
National Table Co., Owen Sound.
Otterville Mfg. Co., Otterville.
J. Oliver & Sons, Ottawa.
Roxton Mill & Chair Co., Waterloo, Quebec.
Strathroy Furniture Co., Strathroy.
Stratford Mfg. Co., Stratford.

HAMMOCKS

Dominion Hammock Co., Dunnville.
Galt Robe Co., Galt.

LADDERS

Otterville Mfg. Co., Otterville.
Stratford Mfg. Co., Stratford.

LAWN SEATS AND SWINGS

J. E. Beauchamp & Co., Montreal.
Canadian Buffalo Sled Co., Preston.
Canadian Rattan Chair Co., Victoriaville, Que.
Danville Chair & Specialty Co., Danville, Que.
J. C. Mundell & Co., Elora.
Stratford Mfg. Co., Stratford.
James Smart Mfg. Co., Brockville.
W. F. Vilas, Cowansville, Que.
John Watson Mfg. Co., Ayr, Ont.

OLD HICKORY FURNITURE

Imperial Rattan Co., Stratford.

PARK SEATS

Stratford Mfg. Co., Stratford.
James Smart Mfg. Co., Brockville.
John Watson Mfg. Co., Ayr.

REED AND RATTAN FURNITURE

Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co., Victoriaville, Que.
Gendron Mfg. Co., Toronto.
Imperial Rattan Co., Stratford.
Kilgour & Bro., Beauharnois, Que.
J. E. Smith & Co., Windsor, N.S.

SEAGRASS FURNITURE

W. B. Jennings Co., St. Thomas.
The Malcolm Co., Vancouver, B.C.

WILLOW FURNITURE

F. Bibby & Co., Dundas.
Brantford Willow Works, Brantford.
Imperial Rattan Co., Stratford.
Malcolm Co., Limited, Vancouver.

Office Furniture

BOARDROOM TABLES

Canada Furniture Manufacturers, Ltd., Woodstock.
Canada Office & School Furn. Co., Preston.
F. E. Coombe Furn. Co., Kincardine.
Globe Furniture Co., Waterloo.
Interior Hardwood Co., Kitchener.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Krug Bros. & Co., Chesley.
J. C. Mundell & Co., Elora.
Meaford Mfg. Co., Meaford.
National Table Co., Owen Sound.
Office Specialty Co., Newmarket.
John B. Snider, Waterloo.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.
Toronto Furniture Co., Toronto.

BOOKCASES

Canada Furniture Manufacturers, Ltd., Woodstock.
Globe Furniture Co., Waterloo.
Globe-Wernicke Co., Stratford.
D. Hibner Furniture Co., Kitchener.
Interior Hardwood Co., Kitchener.
Knechtel Furniture Co., Hanover.
Geo. McLagan Furn. Co., Stratford.
Meaford Mfg. Co., Meaford.
North American Furniture Co., Owen Sound.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.

CHAIRS

Ball Furniture Co., Hanover.
Bell Furniture Co., Southampton.
Canadian Office & School Furniture Co., Preston.
Canada Furniture Manufacturers, Ltd., Woodstock.
Chesley Chair Co., Chesley.
F. E. Coombe Furniture Co., Kincardine.
Danville Chair & Specialty Co., Danville, Que.
Elmira Furniture Co., Elmira.
Fraserville Chair Co., Riviere du Loup, Quebec.
Globe Furniture Co., Waterloo.
D. Hibner Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Krug Bros & Co., Chesley.
Geo. McLagan Furniture Co., Stratford, Ont.
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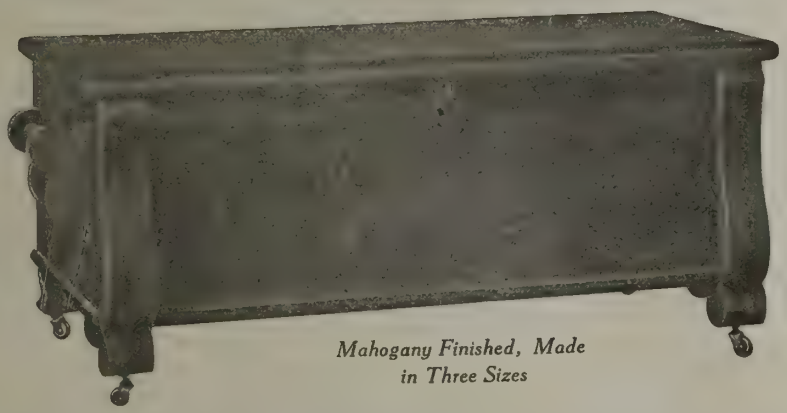
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Owen Sound Chair Co., Owen Sound.
Stanfold Chair Mfg. Co., Stanfold, Quebec.
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John B. Snyder, Waterloo.
Woeller, Bolduc & Co., Waterloo.

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Baird Bros., Plattsville.
Beach Furniture Co., Cornwall.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Office & School Furniture Co., Preston.
Dominion Furniture Mfg. Co., St. Therese, Que.
Interior Hardwood Co., Kitchener.
Krug Bros. & Co., Chesley.
Kilgour & Bros., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
A. Malcolm Furniture Co., Kincardine.
Markdale Furniture Co., Markdale.
Meaford Mfg. Co., Meaford.
National Table Co., Owen Sound.
North American Furniture Co., Owen Sound.
J. Oliver & Sons, Ottawa.
Paquet & Godbout, St. Hyacinthe, Que.
Preston Furniture Co., Preston.
Strathroy Furniture Co., Strathroy.
Stratford Desks, Ltd., Stratford.
John B. Snider, Waterloo.
St. Lawrence Furniture Co., Riviere du Loup, Que.
Steel Equpiment Co., Ottawa.
Windsor Furniture Co., Windsor, N.S.

DESKS—STANDING

Canada Furniture Manufacturers, Woodstock.
Canadian Office & School Furniture Co., Preston.
Globe-Wernicke Co., Stratford.
Globe Furniture Co., Waterloo.
Interior Hardwood Co., Kitchener.
Knechtel Furniture Co., Hanover.
A. Malcolm Furn. Co., Kincardine.
John B. Snider, Waterloo.
Stratford Desks, Ltd., Stratford.

FILING CABINETS AND SUPPLIES

Canada Furniture Manufacturers, Ltd., Woodstock.
Globe-Wernicke Co., Stratford.
Knechtel Furniture Co., Hanover.
Geo. McLagan Furniture Co., Stratford.
Steel Equipment Co., Ottawa.

OFFICE TRUCKS

Canada Furniture Manufacturers, Ltd., Woodstock.
Hespeler Furniture Co., Hespeler.
Interior Hardwood Co., Kitchener.

SETTEES

Berlin Interior Hardwood Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co, Victoriaville, Que.
Canada Office & School Furniture Co., Preston.
Elmira Furniture Co., Elmira
Globe Furniture Co., Waterloo.
Imperial Rattan Co., Stratford.
H. Krug Furniture Co., Kitchener.
J. C. Mundell & Co., Elora.
North American Bent Chair Co., Owen Sound.
Snyder Bros. Upholstering Co., Waterloo.
Walker & Clegg, Wingham.

STOOLS

Ball Furniture Co., Hanover.
Bell Furniture Co., Southampton.
Canadian Office & School Furniture Co., Preston.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co. Ltd., Victoriaville, Que.
Chesley Chair Co., Chesley.
F. E. Coombe Furniture Co., Kincardine.
Danville Chair Co., Danville, Que.
Elmira Furniture Co., Elmira.
Globe Furniture Co., Waterloo.
Gold Medal Furniture Mfg. Co., Toronto.
Interior Hardwood Co., Kitchener.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
J. C. Mundell & Co., Elora.
McGill Chair Co., Cornwall.
National Table Co., Owen Sound.
Neustadt Mfg. Co. Ltd., Neustadt, Ont.
North American Bent Chair Co., Owen Sound.
Otterville Mfg. Co., Otterville.
Snyder Bros. Upholstering Co., Waterloo.
Stratford Chair Co., Stratford.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.
Stratford Mfg. Co. Ltd., Stratford.

TABLES

Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Office & School Furniture Co., Preston.
Chesley Furniture Co., Chesley.
Elmira Furniture Co., Elmira.
Globe Furniture Co., Waterloo.
Interior Hardwood Co., Kitchener.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Krug Bros. & Co., Chesley.
G. J. Lippert Table Co., Kitchener.
J. C. Mundell & Co., Elora.
A. Malcolm Furniture Co., Kincardine.
Meaford Mfg. Co., Meaford.
National Table Co., Owen Sound.
Preston Furniture Co., Preston.
Peppler Bros., Hanover.
Strathroy Furniture Co., Strathroy.
Stratford Desk Co., Stratford.
John B. Snider, Waterloo.
Stratford Desks, Ltd., Stratford.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.
Snyder Bros. Upholstering Co., Waterloo.
Windsor Furniture Co., Windsor, N.S.

TYPEWRITER DESKS

Baird Bros., Plattsville.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Office & School Furniture Co., Preston.
Dominion Furniture Mfg. Co., St. Therese, Que.
Globe-Wernicke Co., Stratford.
Interior Hardwood Co., Kitchener.
Knechtel Furniture Co., Hanover.
A. Malcolm Furniture Co., Kincardine.
Preston Furniture Co., Preston.
John B. Snider, Waterloo.
Stratford Desks, Ltd., Stratford.

WARDROBES

Canada Furniture Manufacturers, Ltd., Woodstock.
Canada Office & School Furniture Co., Preston.
Interior Hardwood Co., Kitchener.
Jacques Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Meaford Mfg. Co., Meaford.
Preston Furniture Co., Preston.
Peppler Bros., Hanover.
Stratford Desks, Ltd., Stratford.

WASTE BASKETS

See Novelties.
Canada Furniture Manufacturers, Ltd., Woodstock.
Globe-Wernicke Co., Stratford.
Imperial Rattan Co., Stratford.
Interior Hardwood Co., Kitchener.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Malcolm & Souter Furniture Co., Hamilton.
J. C. Mundell & Co., Elora.
Preston Furniture Co., Preston.

Church and School Furniture

ASSEMBLY, HALL AND THEATRE

Art Furniture Co., Kitchener.
Canadian Office & School Furniture Co., Preston.
Canadian Steel Specialty Company, Grimsby.
Canada Furniture Manufacturers, Ltd., Woodstock.
Chesley Chair Co., Chesley.
Danville Chair & Specialty Co., Danville, Que.
Dominion Chair Co., Bass River, N.S.
Fraserville Chair Co., Fraserville.
Globe Furniture Co., Waterloo.
Interior Hardwood Co., Kitchener.
J. C. Mundell & Co., Elora.
National Table Co., Owen Sound.
North American Bent Chair Co., Owen Sound.
J. Oliver & Sons, Ottawa.
Owen Sound Chair Co., Owen Sound.
Otterville Mfg. Co., Otterville.
Royal Chair Co., Quebec.
Stratford Mfg. Co., Stratford.
Stanfold Chair Mfg. Co., Stanfold.
James Smart Mfg. Co., Brockville.
Valley City Seating Co., Dundas.
W. F. Vilas, Cowansville, Que.

BLACKBOARDS

Globe Furniture Co., Waterloo.

CHURCH, SCHOOL AND LODGE

Berlin Office & Fixture Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Office & School Furniture Co., Preston.
Canadian Steel Specialty Company, Grimsby.
Globe Furniture Co., Waterloo.
Interior Hardwood Co., Kitchener.
J. C. Mundell & Co., Elora.
North American Bent Chair Co., Owen Sound.
J. Oliver & Sons, Ottawa.
James Smart Mfg. Co., Brockville.
John B. Snider, Waterloo.
Stratford Mfg. Co., Stratford.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.
Valley City Seating Co., Dundas.
W. F. Vilas, Cowansville, Que.
Westport School Furniture Co., Westport.
Walker & Clegg, Wingham.

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The Bed illustrated is only one of the many striking and handsome designs comprising the line of "Ontario" Brass Beds. This Bed will prove a Big Seller for the coming season, and will appeal, we feel sure, to the discriminating buyer. The finish on "Ontario" Brass Beds simply cannot be excelled, and if you are not at present handling our line, DO IT NOW.



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Pillars 2", Filling 1½".

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London, Canada

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Canadian Office & School Furniture Co., Preston.
Canada Furniture Manufacturers, Ltd., Woodstock.
Globe Furniture Co., Waterloo.
Interior Hardwood Co., Kitchener.
McGill Chair Co., Cornwall.
Walker & Clegg, Wingham.

PRAYER DESKS

D. H. Langlois & Co., St. John's, Que.

TEACHER'S DESKS AND CHAIRS

Globe Furniture Co., Waterloo.

Upholstered Furniture

CHESTERFIELDS

J. P. Albrough & Co., Ingersoll.
Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
F. E. Coombe Furniture Co., Kincardine.
De Luxe Upholstering Co., Kitchener.
Farquharson-Gifford Co., Stratford.
Gold Medal Furniture Mfg. Co., Toronto.
Geo. H. Hachborn & Co., Kitchener.
D. Hibner Furniture Co., Kitchener.
Jeffries Furniture Co., Welland.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Montreal Upholstering Co., Montreal.
Parlor Furniture Manufacturers Ltd., Pointe-aux-Trembles, Que.
Snyder Bros. Upholstering Co., Waterloo.
Walker & Clegg, Wingham.

COUCHES

J. P. Albrough & Co., Ingersoll.
Canada Furniture Manufacturers, Ltd., Woodstock.
F. E. Coombe Furniture Co., Kincardine.
Dominion Furniture Mfg. Co., St. Therese, Que.
Dymond-Colonial Co., Strathroy.
Ellis Furniture Co., Ingersoll.
Farquharson-Gifford Co., Stratford.
Gold Medal Furniture Mfg. Co., Toronto.
Geo. Hachborn & Co., Kitchener.
D. Hibner Furniture Co., Kitchener.
Imperial Rattan Co., Stratford.
Ideal Bedding Co., Toronto.
Jeffries Furniture Co., Welland.
Kindel Bed Co., Toronto.
Kilgour & Bros., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
H. Krug Furniture Co., Kitchener.
Walter Meades Upholstering Co., Hanover.
Montreal Upholstering Co., Montreal.
Morlock Bros., Hanover.
John C. Mundell & Co., Elora.
Owen Daveno Bed Co., Hespeler.
Parlor Furniture Manufacturers Ltd., Pointe-aux-Trembles, Que.
Schierholtz Furniture Co., New Hamburg.
Snyder Bros. Upholstering Co., Waterloo.
Steel Furnishing Co., New Glasgow, N.S.
Walker & Clegg, Wingham.
Waterloo Furniture Co., Waterloo.
Woeller, Bolduc & Co., Waterloo.

COUCH FRAMES

Canada Furniture Manufacturers, Ltd., Woodstock.
Ellis Furniture Co., Ingersoll.
Gold Medal Furniture Mfg. Co., Toronto.
H. Krug Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Parlor Furniture Manufacturers Ltd., Pointe aux Trembles, Que.

DAVENPORTS

Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
F. E. Coombe Furniture Co., Kincardine.
Dymond-Colonial Co., Strathroy.
Elmira Furniture Co., Elmira.
Farquharson-Gifford Co., Stratford.
Gold Medal Furniture Mfg. Co., Toronto.
Geo. H. Hachborn & Co., Kitchener.
Ideal Bedding Co., Toronto.
Jeffries Furniture Co., Welland.
Kilgour Davenport Co., Toronto.
H. Krug Furniture Co., Kitchener.
Lippert Furniture Co., Kitchener.
J. C. Mundell & Co., Elora.
Montreal Upholstering Co., Montreal.
J. C. Mundell & Co., Elora.
Ontario Spring Bed & Mattress Co., London.
Owen Daveno Bed Co., Hespeler.
Parlor Furniture Manufacturers Ltd., Pointe aux Trembles, Que.
Schierholtz Furniture Co., New Hamburg.
Snyder Bros. Upholstering Co., Waterloo.
Walker & Clegg, Wingham.
Waterloo Furniture Co., Waterloo.

DAVENPORT BEDS

(See also Iron and Brass Beds).
Canada Furniture Manufacturers, Ltd., Woodstock.
Dymond-Colonial Co., Strathroy.
Farquharson-Gifford Co., Stratford.
Gold Medal Furniture Mfg. Co., Toronto.
Geo. H. Hachborn & Co., Kitchener.
Ideal Bedding Co., Toronto.
Kilgour Davenport Co., Toronto.
Kindel Bed Co., Toronto.
Lippert Furniture Co., Kitchener.
Montreal Upholstering Co., Montreal.
John C. Mundell & Co., Elora.
Owen Daveno Bed Co., Hespeler.
Schierholtz Furniture Co., New Hamburg.
Snyder Bros. Upholstering Co., Waterloo.
Waterloo Furniture Co., Waterloo.
Walker & Clegg, Wingham.

DAVENPORT FRAMES

Canada Furniture Manufacturers, Ltd., Woodstock.
F. E. Coombe Furniture Co., Kincardine.
Gold Medal Furniture Mfg. Co., Toronto.
H. Krug Furniture Co., Kitchener.
J. C. Mundell & Co., Elora.
Snyder Bros. Upholstering Co., Waterloo.
Walker & Clegg, Wingham.

DEN CHAIRS

J. P. Albrough & Co., Ingersoll.
Baetz Bros. & Co., Kitchener.
Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
F. E. Coombe Furniture Co., Kincardine.
Ellis Furniture Co., Ingersoll.
Elmira Furniture Co., Elmira.
Farquharson-Gifford Co., Stratford.
Gendron Mfg. Co., Toronto.
Gold Medal Furniture Mfg. Co., Toronto.
G. H. Hachborn & Co., Kitchener.
Jeffries Furniture Co., Welland.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Lippert Furniture Co., Kitchener.
A. Malcolm Furniture Co., Kincardine.
Walter Meades Upholstering Co., Hanover.
McGill Chair Co., Cornwall.
Meaford Mfg. Co., Meaford.
Montreal Upholstering Co., Montreal.
Morlock Bros., Hanover.
J. C. Mundell & Co., Elora.
North American Furniture Co., Owen Sound.
North American Bent Chair Co., Owen Sound.
Owen Daveno Bed Co., Hespeler.
Parlor Furniture Manufacturers Ltd., Pointe-aux-Trembles, Que.
Snyder Bros. Upholstering Co., Waterloo.
Stratford Chair Co., Stratford.
Strathroy Furniture Co., Strathroy.
Waterloo Furniture Co., Waterloo.
Woeller, Bolduc & Co., Waterloo.
Wunder Furniture Mfg. Co., Kitchener.

DIVANS

Canada Furniture Manufacturers, Ltd., Woodstock.
Dymond-Colonial Co., Strathroy.
Ellis Furniture Co., Ingersoll.
Farquharson-Gifford Co., Stratford.
Gold Medal Furniture Mfg. Co., Toronto.
Ideal Bedding Co., Toronto.
Kindel Bed Co., Toronto.
H. Krug Furniture Co., Kitchener.
Lippert Furniture Co., Kitchener.
Montreal Upholstering Co., Montreal.
Owen Daveno Bed Co., Hespeler.
Parlor Furniture Manufacturers Ltd., Pointe-aux-Trembles, Que.
Snyder Bros. Upholstering Co., Waterloo.
Woeller, Bolduc & Co., Waterloo.
Wunder Furniture Co., Kitchener.

DIVANETTES

Canada Furniture Manufacturers. Ltd., Woodstock.
Farquharson-Gifford Co., Stratford.
Gold Medal Furniture Mfg. Co., Toronto.
Geo. H. Hachborn & Co., Kitchener.
Kindel Bed Co., Toronto.
Kilgour Davenport Co., Toronto.
H. Krug Furniture Co., Kitchener.
Lippert Furniture Co., Kitchener.
Montreal Upholstering Co., Montreal.
J. C. Mundell & Co., Elora.
Owen Daveno Bed Co., Hespeler.
Parlor Furniture Manufacturers Ltd., Pointe aux Trembles, Que.
Snyder Bros. Upholstering Co., Waterloo.
Wunder Furniture Mfg. Co., Kitchener.

LIVING ROOM CHAIRS AND ROCKERS

Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Elmira Furniture Co., Elmira.
Farquharson-Gifford Co., Stratford.
Hibner Furniture Co., Kitchener.
Imperial Rattan Co., Stratford.
Geo. McLagan Furniture Co., Stratford, Ont.
Parlor Furniture Manufacturers Ltd., Pointe-aux-Trembles, Que.

LIVING ROOM FURNITURE AND SUITES

J. P. Albrough & Co., Ingersoll.
Bell Furniture Co., Southampton.
Baetz Bros. & Co., Kitchener.

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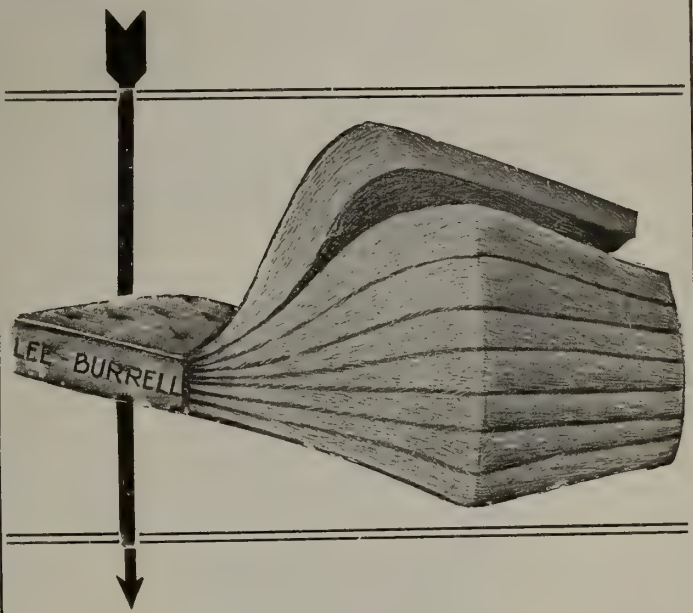
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Owing to the shortage of labor and scarcity of materials, dealers should keep their stocks well up. The Hygienic Line of Mattresses is known as

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Standard Bedding Company

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This trade mark—known from coast to coast wherever furniture is sold—stands for the highest possible quality in medium priced furniture *always.*



No. 753
Top 38x20
Quarter-Cut Oak

The Meaford Line comprises a large variety in

DININGROOM SUITES
WARDROBES
MEDICINE CABINETS
HALL RACKS
SEATS *and* MIRRORS
DESKS, BOOKCASES
LIBRARY TABLES
CENTRE TABLES
JARDINIERE STANDS



No. 756
Top 30x20
Quarter-Cut Oak

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The Meaford Manufacturing Co., Limited

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Facilitate Your Sales by Buying Right

You can be morally certain that we look into your interests closely, keenly and discriminatingly when we recommend to you anything we manufacture in the furniture line as positively the best you can obtain anywhere at the price.

It is *impossible* for you to pay *less* for goods of equal merit—it is *unnecessary* to pay more.

Give us the particulars of what your requirements will be in near future and we will make you quotations on goods we guarantee perfectly adapted to your needs.

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No. 2566—Size 48 x 20



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The Meaford Manufacturing Co., Limited

MEAFORD ONTARIO

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F. E. Coombe Furniture Co., Kincardine.
Dymond-Colonial Co., Strathroy.
Ellis Furniture Co., Ingersoll.
Elmira Furniture Co., Elmira.
Farquharson-Gifford Co., Stratford.
Gendron Mfg. Co., Toronto.
Gold Medal Furniture Co., Toronto.
Hibner Furniture Co., Kitchener.
G. H. Hachborn & Co., Kitchener.
Imperial Rattan Co., Stratford.
Jeffries Furniture Co., Welland.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Lippert Furniture Co., Kitchener.
A. Malcolm Furniture Co., Kincardine.
Morlock Bros., Hanover.
John C. Mundell & Co., Elora.
North American Bent Chair Co., Owen Sound.
North American Furniture Co., Owen Sound.
Owen Sound Chair Co., Owen Sound.
Parlor Furniture Manufacturers Ltd., Pointe aux Trembles, Que.
Schierholtz Furniture Co., New Hamburg.
Walker & Clegg, Wingham.
Waterloo Furniture Co., Waterloo.
Woeller, Bolduc & Co., Waterloo.
Wunder Furniture Mfg.. Co. Kitchener.

LOUNGES

J. P. Albrough & Co., Ingersoll.
Canada Furniture Manufacturers, Ltd., Woodstock.
Ellis Furniture Co., Ingersoll.
Farquharson-Gifford Co., Stratford.
Gold Medal Furniture Mfg. Co., Toronto.
Geo. H. Hachborn & Co., Kitchener.
Kilgour & Bro., Beauharnois, Que.
H. Krug Furniture Co., Kitchener.
Montreal Upholstering Co., Montreal.
Knechtel Furniture Co., Hanover.
J. C. Mundell & Co., Elora.
Owen Daveno Bed Co., Hespeler.
Parlor Manufacturers Ltd., Pointe-Ltd., Pointe-aux-Trembles, Que.
Parkhill Mfg. Co., Ltd., Montreal, Winnipeg, Vancouver.
Snyder Bros. Upholstering Co., Waterloo.

MORRIS CHAIRS

See Library and Den Furniture.

PARLOR FRAMES

Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Dymond-Colonial Co., Strathroy.
Ellis Furniture Co., Ingersoll.
Elmira Furniture Co., Elmira.
Elora Furniture Co., Elora.
Farquharson-Gifford Co., Stratford.
Gold Medal Furniture Mfg. Co., Toronto.
Knechtel Furniture Co., Hanover.
J. Kreiner & Co., Kitchener.
H. Krug Furniture Co., Kitchener.
Lippert Furniture Co., Kitchener.
Parlor Furniture Manufacturers Ltd., Pointe aux Trembles, Que.
Snyder Bros. Upholstering Co., Waterloo.
Walker & Clegg, Wingham.
Waterloo Furniture Co., Waterloo.
Woeller, Bolduc & Co., Waterloo.
Wunder Furniture Mfg. Co., Kitchener.

PARLOR, RECEPTION AND DRAWING ROOM CHAIRS AND ROCKERS.

J. P. Albrough & Co., Ingersoll.
Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co., Victoriaville, Que.
F. E. Coombe Furniture Co., Kincardine.
Dominion Furniture Mfg. Co., St. Therese, Que.
Danville Chair & Specialty Co., Danville, Que.
Dymond-Colonial Co., Strathroy.
Ellis Furniture Co., Ingersoll.
Elmira Furniture Co., Elmira.
Fraserville Chair Co., Riviere du Loup, Quebec.
Gendron Mfg. Co., Toronto.
Gold Medal Furniture Mfg. Co., Toronto.
G. H. Hachborn & Co., Kitchener.
D. Hibner Furniture Co., Kitchener.
Imperial Rattan Co., Stratford.
Jeffries Furniture Co., Welland.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Krug Bros. & Co., Chesley.
Lippert Furniture Co., Kitchener.
The Malcolm Co., Vancouver, B.C.
Montreal Upholstering Co., Montreal.
Morlock Bros., Hanover.
John C. Mundell & Co., Elora.
McGill Chair Co., Cornwall.
Parlor Furniture Manufacturers Ltd., Pointe aux Trembles, Que.
Snyder Bros. Upholstering Co., Waterloo.
Schierholtz Furniture Co., New Hamburg.
Stanfold Chair Mfg. Co., Stanfold, Quebec.
Walker & Clegg, Wingham.
Waterloo Furniture Co., Waterloo.
Woeller, Bolduc & Co., Waterloo.
Wunder Furniture Ffg. Co., Kitchener.

PARLOR SUITES

J. P. Albrough & Co., Ingersoll.
Baetz Bros. & Co., Kitchener.
F. Bibby & Co., Dundas.
Canada Furniture Manufacturers, Ltd., Woodstock.
Dymond-Colonial Co., Strathroy.
Danville Chair & Specialty Co., Danville, Que.
Ellis Furniture Co., Ingersoll.
Elmira Furniture Co., Elmira.
Gold Medal Furniture Mfg. Co., Toronto.
G. H. Hachborn & Co., Kitchener.
D. Hibner Furniture Co., Kitchener.
Jeffries Furniture Co., Welland.
Kilgour & Bro., Beauharnois, Que.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
H. Krug Furniture Co., Kitchener.
Lippert Furniture Co., Kitchener.
McGill Chair Co., Cornwall.
Walter Meades Upholstering Co., Hanover.
Morlock Bros., Hanover.
J. C. Mundell & Co., Elora.
Parlor Furniture Manufacturers Pointe aux Trembles, Que.
Schierholtz Furniture Co., New Hamburg.
Snyder Bros. Upholstering Co., Waterloo.
St. Lawrence Furniture Co., Riviere du Loup, Que.
Woeller, Bolduc & Co., Waterloo.
Walker & Clegg, Wingham.
Waterloo Furniture Co., Waterloo.
Wunder Furniture Mfg. Co., Kitchener.

RECLINING CHAIRS

Canada Furniture Manufacturers Ltd. Woodstock.
Gold Medal Furniture Co., Toronto.
Knechtel Furniture Co., Hanover.
Lippert Furniture Co., Kitchener.
Morlock Bros., Hanover.
Parlor Furniture Manufacturers, Ltd, Pointe aux Trembles, Que.

Reed and Rattan Furniture

LIVING ROOM SUITES — CHAIRS, ROCKERS, SETTEES, COUCHES, FOOTSTOOLS, TABLES, DESKS, BOOK STANDS, FLOWER STANDS, TEA TABLES, TEA TRAYS, WORK BASKETS, CURATES, WASTE BASKETS, CRADLES

F. Bibby & Co., Dundas.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co., Victoriaville, Que.
Gendron Mfg. Co., Toronto.
Giddings, Ltd., Granby, Que..
G. R. Gregg & Co., Toronto.
Imperial Rattan Co., Stratford.
W. B. Jennings Co., St. Thomas.
Kilgour Bros., Beauharnois, Que.
Malcolm Co., Limited, Vancouver.
J. E. Smith & Co., Windsor, N.S.

WILLOW AND GRASS FURNITURE

Brantford Willow Works, Brantford.
Eglinton Willow Works, Toronto.
W. B. Jennings, St. Thomas.

Novelties and Sundry Lines

ARTS & CRAFTS FURNITURE

Canada Furniture Manufacturers, Ltd., Woodstock.
F. E. Coombe Furniture Co., Kincardine.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Geo. McLagan Furniture Co., Stratford.
John C. Mundell & Co., Elora.
Snyder Bros. Upholstering Co., Waterloo.
Strathroy Furniture Co., Strathroy.
Toronto Furniture Co., Toronto.

ASBESTOS TABLE COVERS

Canadian H. W. Johns-Manville Co., Toronto.
Canada Furniture Manufacturers, Ltd., Woodstock.

BABY CARRIAGES, GO-CARTS AND SULKIES

Canada Furniture Manufacturers, Ltd., Woodstock.
Gendron Mfg. Co., Toronto.
Giddings & Co., Granby, Que.
J. W. Kilgour & Bro., Beauharnois, Que.
Lloyd Mfg. Co., Kitchener.
Sidway Mercantile Co., Toronto.
J. E. Smith & Co., Windsor, N.S.

BABY GATES

Rock Island Mfg. Co., Rock Island, Que.

BENT WOOD FURNITURE

Canada Furniture Manufacturers, Ltd., Woodstock.
John C. Mundell & Co., Elora.
North American Bent Chair Co., Owen Sound.

BREAKFAST TABLES

Canada Furniture Manufacturers Ltd., Woodstock.
Knechtel Furniture Co., Hanover.

H. Krug Furniture Co., Kitchener.
Geo. McLagan Furniture Co., Stratford, Ont.

BI-TABLES (Combination table and desk)

Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
National Table Co., Owen Sound.

BUNGALOW CHAIRS AND SUITES

Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Elmira Furniture Co., Elmira.
J. C. Mundell & Co., Elora.
McGill Chair Co., Cornwall.
Walker & Clegg, Wingham.
Waterloo Furniture Co., Waterloo.

CAMP FURNITURE

Imperial Rattan Co., Stratford.
Ideal Bedding Co., Toronto.
Otterville Mfg. Co., Otterville.
Stratford Mfg. Co., Stratford.

CANDLESTICKS

H. Krug Furniture Co., Kitchener.

CANDLESTICKS—(Brass)

Stratford Brass Co., Stratford.

CARPETS AND RUGS

Brinton Carpet Co., Peterboro.
Canadian Carpet Co., Milton.
Canadian Carpet & Comforter Mfg. Co., Toronto.
Cobourg Carpet and Matting Co., Cobourg.
Dominion Axminster Co., Toronto.
Guelph Carpet Mills Co., Guelph.
Toronto Carpet Mfg. Co., Toronto.
Thomas Bros., Toronto.

CARS AND CYCLES (For children)

J. E. Beauchamp & Co., Montreal.
Canadian K. K. Co. Ltd., Elora, Ont.

CEDAR BOXES

H. E. Furniture Co. Ltd., Milverton, Ont.
Keenan Bros., Owen Sound.
J. C. Mundell & Co., Elora.
Port Dover Planing Mills, Port Dover, Ont.
D. L. Shafer & Co., St. Thomas.
Tickell, Sons & Co., Belleville.

CHAIRS AND ROCKERS

J. P. Albrough & Co., Ingersoll.
Baetz Bros. & Co., Kitchener.
Ball Furniture Co., Hanover.
Bell Furniture Co., Southampton.
F. Bibby & Co., Dundas.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co. Ltd., Victoriaville, Que.
Chesley Chair Co., Chesley.
F. E. Coombe. Furn. Co., Kincardine.
Danville Chair & Specialty Co., Danville, Que.
Dymond-Colonial Co., Strathroy.
Ellis Furniture Co., Ingersoll.
Elmira Furniture Co., Elmira.
Fraserville Chair Co., Riviere du Loup, Quebec.
C. P. Gilinas & Frere, Three Rivers, Que.
Gold Medal Furniture Mfg. Co., Toronto.
G. H. Hachborn & Co., Kitchener.
D. Hibner Furniture Co., Kitchener.
Hespeler Furniture Co., Hespeler.
Imperial Rattan Co., Stratford.
Knechtel Furniture Co., Hanover.
Krug Bros. & Co., Chesley.
H. Krug Furniture Co., Kitchener.
Lippert Furniture Co., Kitchener.
A. Malcolm Furniture Co., Kincardine.
Morlock Bros., Hanover.
Geo. McLagan Furniture Co., Stratford, Ont.
McGill Chair Co., Cornwall.
J. C. Mundell & Co., Elora.
North American Bent Chair Co., Owen Sound.
Neustadt Mfg. Co., Neustadt.
Owen Sound Chair Co., Owen Sound.
Preston Chair Co., Preston.
Roxton Mill & Chair Co., Waterloo. Que.
Schierholtz Furniture Co., New Hamburg.
Snyder Bros. Upholstering Co., Waterloo.
Stanfold Chair Mfg. Co., Stanfold, Quebec.
Stratford Chair Co., Stratford.
George Valliere, Quebec, Que.
Victoriaville Chair Co., Victoriaville, Que.
Walker & Clegg, Wingham.
Woeller, Bolduc & Co., Waterloo.
Wunder Furniture Co., Kitchener.

CHAIRS—Children's

Ball Furniture Co., Hanover.
Canada Furniture Manufacturers, Ltd., Woodstock.
Chesley Chair Co., Chesley.
Canadian Rattan Chair Company Ltd., Victoriaville, Que.
Danville Chair Specialty Co., Danville, Que.
Durham Furniture Co., Durham.
Fraserville Chair Co., Riviere du Loup, Quebec.
C. P. Gilinas & Frere, Three Rivers, Quebec.
Gendron Mfg. Co., Toronto.
Hibner Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Lea-Trimble Mfg. Co., Toronto.
McGill Chair Co., Cornwall.
Neustadt Mfg. Co., Neustadt.
North American Bent Chair Co., Owen Sound.
Stanfold Chair Mfg. Co., Stanfold, Quebec.
Stratford Chair Co., Stratford.
Stratford Mfg. Co. Stratford.

CHILDREN'S HIGH CHAIRS

Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co. Ltd., Victoriaville, Que.
Chesley Chair Co., Chesley.
D. Hibner Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Lea-Trimble Mfg. Co., Toronto.
McGill Chair Co., Cornwall.
Neustadt Mfg. Co, Neustadt.
North American Bent Chair Co., Owen Sound.
North American Furniture Co., Owen Sound.
Roxton Mill & Chair Co., Waterloo, Que.
Stanfold Chair Mfg. Co., Stanfold, Quebec.
Stratford Chair Co., Stratford.

CLOCK CASES

Art Furniture Co. Ltd., Kitchener.

COMMODE CHAIRS (for adults and children)

Canadian Rattan Co., Victoriaville, Que.
Chesley Chair Co., Chesley.
Canada Furniture Mfrs. Ltd., Woodstock.
Knechtel Furniture Co., Hanover.
North American Bent Chair Co.. Owen Sound, Ont.
D. Hibner Furniture Co., Kitchener.
Lea-Trimble Mfg. Co., Toronto.
Neustadt Mfg. Co. Ltd., Neustadt.

CROKINOLE BOARDS

Canadian Buffalo Sled Co., Preston.

CUSHIONS AND FORMS (Plain and Fancy).

Canadian Feather & Mattress Co., Toronto.
Canada Furniture Manufacturers, Ltd., Woodstock.
Elmira Furniture Co., Elmira.
Ideal Bedding Co., Toronto.
J. C. Mundell & Co., Elora.
Toronto Feather & Down Co., Toronto.
Whitworth & Restall, Toronto.

DESK TRAYS

Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Office & School Furniture Co., Preston.
Globe-Wernicke Co., Stratford.

DOLLS' BEDS

Beauchamp & Co., Montreal.
Ideal Bedding Co., Toronto.

DRAPERIES AND UPHOLSTERY GOODS

Daly & Morin, Montreal, Que.
Dominion Hammock Mfg. Co., Dunnville.

DRAPERY HARDWARE

Daly & Morin, Montreal.

FALL LEAF TABLES

Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers Ltd., Woodstock.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Geo. McLagan Furniture Co., Stratford, Ont.

FERN STANDS

Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Geo. McLagan Furniture Co., Stratford, Ont.

FLOWER STANDS

Canada Furniture Manufacturers, Ltd., Woodstock.
H. Krug Furniture Co., Kitchener.
Geo. McLagan Furniture Co., Stratford, Ont.

FOLDING TABLES

(See also Card and Den Tables).
Baetz Bros., Furniture Co., Kitchener.
Canada Furniture Manufacturers Ltd., Woodstock.
Hourd & Co., London.
Geo. McLagan Furniture Co., Stratford, Ont.
Otterville Mfg. Co., Otterville.
Stratford Mfg. Co., Stratford.

FOOTSTOOLS

Baetz Bros. & Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
F. E. Coombe Furniture Co., Kincardine.
Dymond-Colonial Co., Strathroy.
Elmira Furniture Co., Elmira.
Gold Medal Furniture Mfg. Co., Toronto.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
J. C. Mundell & Co., Elora.
North American Bent Chair Co., Owen Sound.
Otterville Mfg. Co., Otterville.
Schierholtz Furniture Co., New Hamburg.
Snyder Bros. Upholstering Co., Waterloo.
Woeller, Bolduc & Co., Waterloo.

FURNITURE POLISH
Domestic Specialty Co., Hamilton.
Ronuk, Ltd., Toronto.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.
Cross Products, Toronto.

GO-CARTS AND CHILDREN'S SULKIES
Canada Furniture Manufacturers, Ltd., Woodstock.
Gendron Mfg. Co., Toronto.
W. B. Jennings Co., St. Thomas.
Sidway Mercantile Co., Toronto.

HOSPITAL COUCHES
Imperial Rattan Co. Ltd., Stratford.

HOTEL AND RESTAURANT TABLES
Canadian Steel Specialty Company, Grimsby.
H. Krug Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Lucknow Table Co., Lucknow.

ICE CREAM TABLES AND CHAIRS
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Steel Specialty Company, Grimsby.
Elmira Furniture Co., Elmira.
H. Krug Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
Lyons & Marks, Toronto.
Meaford Mfg. Co., Meaford.
North American Bent Chair Co., Owen Sound.
J. Oliver & Sons, Ottawa.
St. Lawrence Furniture Co., Riviere du Loup, Quebec.

INVALID CHAIRS
Canada Furniture Manufacturers, Ltd., Woodstock.
Gendron Mfg. Co., Toronto.
Gendron Wheel Co., Toledo, Ohio.
Otterville Mfg. Co., Otterville.
Victoriaville Chair Mfg. Co., Victoria ville, Que.

INVALID TABLES
Canada Furniture Manufacturers Ltd., Woodstock.
National Table Co., Owen Sound.
Otterville Mfg. Co., Otterville.
J. Watson Mfg. Co., Ayr.

INVALID TRAYS
Canada Furniture Manufacturers, Ltd., Woodstock.
Malcolm & Souter Furniture Co., Hamilton.
Otterville Mfg. Co., Otterville.
Jno. Watson Mfg. Co., Ayr.

JARDINIERE STANDS
Baetz Bros. Furniture Co., Kitchener.
Beach Furniture Co., Cornwall.
Canada Furniture Manufacturers, Ltd., Woodstock.
Chesley Chair Co., Chesley.
Chesley Furniture Co., Chesley.
Dominion Furniture Mfg. Co., St. Therese, Que.
Dymond-Colonial Co. Strathroy.
Elmira Furniture Co., Elmira.
Freyne & Co., Iroquois.
Gendron Mfg. Co., Toronto.
H. E. Furniture Co., Milverton.
Knechtel Furniture Co., Hanover.
G. J. Lippert Table Co., Kitchener.
Andrew Malcolm Furniture Co., Kincardine.
Markdale Furniture Co., Markdale.
Geo. McLagan Furniture Co., Stratford.
Meaford Mfg. Co., Meaford.
J. C. Mundell & Co., Elora.
National Table Co., Owen Sound.
J. Oliver & Sons, Ottawa.
Peppler Bros., Hanover.
Snyder Bros. Upholstering Co., Waterloo.
Strathroy Furniture Co., Strathroy.
Windsor Furniture Co., Windsor, N.S.
Woeller Bolduc & Co., Waterloo.
Wunder Furniture Mfg. Co., Kitchener.

KINDERGARTEN SETS
Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co., Victoriaville, Que.
Chesley Chair Co., Chesley.
Danville Chair & Specialty Co., Danville, Que.
Globe Furniture Co., Waterloo.
Durham Furniture Co., Durham.
Gendron Mfg. Co., Toronto.
Neustadt Mfg. Co., Neustadt, Ont.
J. Oliver & Sons, Ottawa,
Roxton Mill & Chair Co., Waterloo, Quebec.
Stratford Mfg. Co., Stratford.

LADIES' DESKS
Baird Bros., Plattsville.
Beach Furniture Co., Cornwall.
Bell Furniture Co., Southampton.
Jacques Furniture Co., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Crown Furniture Co., Preston.
D. Hibner Furniture Co., Kitchener.
Knechtel Furniture Co., Hanover.
J. Kreiner & Co., Kitchener.
H. Krug Furniture Co., Kitchener.
A. Malcolm Furniture Co., Kincardine.
Malcolm & Souter Furniture Co., Hamilton.
Markdale Furniture Co., Markdale.
Geo. McLagan Mfg. Co., Stratford.
Meaford Mfg. Co., Meaford.
J. C. Mundell & Co., Elora.
National Table Co., Owen Sound.
Strathroy Furniture Co., Strathroy.
Windsor Furniture Co., Windsor, N.S.

LAMPS (Reed and willow)
Canada Furniture Manufacturers Ltd., Woodstock.
Imperial Rattan Co., Stratford.

LAMPS, Portables and Chandeliers
Baetz Bros. & Co., Kitchener.
Beauchamp & Co., Montreal.
Gendron Mfg. Co., Toronto.
Hespeler Furniture Co., Hespeler.
Imperial Rattan Co., Stratford.
Lamb Bros. & Greene, Napanee, Ind.
Meaford Mfg. Co., Meaford.
J. C. Mundell & Co., Elora.

LAMP SHADES—(Silk)
Baetz Bros. Furniture Co., Kitchener.

MANTELS—Wood, Tile, Electric
Walker Bin & Store Fixture Co. Ltd., Kitchener.

MIRRORS
Canada Furniture Manufacturers, Ltd., Woodstock.
G. L. Irish & Co., Toronto.
Matthews Bros., Toronto.
Meaford Mfg. Co. Ltd., Meaford, Ont.
Phillips Mfg. Co., Toronto.

MOPS (Polish and dry)
Clements Mfg. Co., Toronto.

MOULDINGS & PICTURE FRAMES
G. L. Irish, Toronto.
S. Knechtel Wood Turning Co., Southampton.
Matthews Bros., Toronto.
Phillips Mfg. Co., Toronto.
Reliance Moulding Co., Kingston.

NOVELTY CURTAINS
Daly & Morin, Montreal.

ORIENTAL MATS AND RUGS
Malcolm Co., Limited, Vancouver.

PATRIOTIC CHAIRS
Canada Furniture Manufacturers Ltd., Woodstock.

PICTURES & FRAMING SUPPLIES
G. L. Irish & Co., Toronto.
Matthews Bros., Toronto.
Phillips Mfg. Co., Toronto.

PIANO LAMPS (Reed and willow)
J. E. Beauchamp & Co., Montreal.
Imperial Rattan Co., Stratford.

PILLOW SHAM HOLDERS
Tarbox Bros., Toronto.

PHONOGRAPHS
Berliner Gramophone Co. Ltd., Montreal.
Cambridge Piano Co., 363 Yonge St Toronto.
Canadian Symphonola Co. Ltd., Broc Ave., Toronto.
Canadian Phonograph & Sapphir Disc Co. Ltd., 407 Builders' Exchange Bldg., Winnipeg, Man.
Classic Phonograph Co., Breslau, On
Columbia Graphophone Co., Toronto
Dominion Phonograph Co., 53 Ceci St., Toronto.
Farquharson, Gifford Co. Ltd., Stratford.
Gerhard Heintzman Piano Co., Sherbourne St., Toronto.
Henderson & Richardson, Board o Trade Bldg., Montreal, Que.
London Phonograph Co., 234 Dunda St., London.
Lippert Furniture Co., Kitchener.
Mandel Mfg. Co., Owen Sound, Ont
L. Montagnes & Co., Ryrie Bldg., Toronto.
Musical Merchandise Sales Co., Excelsior Life Bldg., Toronto.
Musical Instruments Ltd., 247 Yonge St., Toronto.
The Nordheimer Piano & Music Co. Ltd., Toronto.
Pollock Mfg. Co. Ltd., Kitchener.
Pathe Freres Phonograph Co., of Canada Ltd., 4-6-8 Clifford St., Toronto.
Playola Phonograph Co. Ltd., 468 King St., Toronto.
Regal Phonograph Co., 145 Church St., Toronto.
Torcan Sales Co., Bay St., Toronto.
Walker Bin & Store Fixture Co. Ltd., Kitchener.

Motors, Tone Arms, Sound Boxes, Needles and Phonograph Parts
Stratford Brass Co., Stratford.
Otto Heineman Phonograph Supply Co. Ltd., Lumsden Bldg., Toronto.
Leonard Markels, New York.
Thomas Mfg. Co., Kent Bldg., Toronto.

Phonograph Records
Columbia Phonograph Co., Toronto.
Berliner Gramophone Co. Limited, Montreal.
Edison Phonograph Co. Toronto.
Pathe Freres Phonograph Co., of Canada Ltd., Toronto.
Geo. McLagan Furniture Co., Stratford, Ont.

Phonograph Cabinets
Newbigging Cabinet Co., Hamilton.
Geo. McLagan Furniture Co., Stratford, Ont.

SANITARY COUCHES

Canada Furniture Manufacturers, Ltd., Woodstock.
Kindel Bed Co., Stratford.

SCREENS

Otterville Mfg. Co., Otterville.

SEWING TABLES

Canada Furniture Manufacturers, Ltd., Woodstock.
H. Krug Furniture Co., Kitchener.
J. C. Mundell & Co., Elora.
Malcolm & Souter Furniture Co., Hamilton.
North American Bent Chair Co., Owen Sound.
National Table Co., Owen Sound.
Stratford Mfg. Co., Stratford.

SHIRT WAIST BOXES

H E. Furniture Co. Ltd., Milverton, Ont
Imperial Rattan Co., Stratford.
D. L. Shafer & Co., St. Thomas.

SILVER CHESTS

Brantford Piano Case Co., Brantford.

SLIP-ON CHAIR COVERS

Canada Furniture Manufacturers, Ltd., Woodstock.

SMOKING CABINETS

Bell Furniture Co., Southampton.
Canada Furniture Manufacturers, Ltd., Woodstock.
F. E. Coombe Furn. Co., Kincardine.
Dymond-Colonial Co., Strathroy.
J. Kreiner & Co., Kitchener.
H. Krug Furniture Co., Kitchener.
A. Malcolm Furniture Co., Kincardine.
Geo. McLagan Furniture Co., Ltd., Stratford.
Meaford Mfg. Co., Meaford.
John C. Mundell & Co., Elora.
North American Furniture Co., Owen Sound.

SMOKING SETS—(Brass)

Stratford Brass Co., Stratford.

STATUARY

G. L. Irish & Co., Toronto (all kinds).
Lippert Furniture Co., Kitchener. (Wood).

TABLES—DAVENPORT END

Baetz Bros. & Co., Kitchener.
Canada Furniture Mfrs. Ltd., Woodstock.
H. Krug Furniture Co., Kitchener.

TABOURETTES

Baetz Bros., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
Dymond-Colonial Co., Strathroy
Elmira Furniture Co,. Elmira.
Knechtel Furniture Co., Hanover.
G. J. Lippert Table Co., Kitchener.
Lippert Furniture Co., Kitchener.
Andrew Malcolm Furniture Co., Kincardine.
Geo. McLagan Furniture Co., Stratford.
Meaford Mfg. Co., Meaford.
J. C. Mundell & Co., Elora.
North American Furniture Co., Owen Sound.
Peppler Bros., Hanover.
Strathroy Furniture Co., Strathroy.
Woeller Bolduc & Co., Waterloo.
Wunder Furniture Mfg. Co., Kitchener.

TAPESTRY CURTAINS

Dominion Hammock Mfg. Co., Dunnville.

TEA STANDS

Canada Furniture Manufacturers, Ltd., Woodstock.

TEA TRAYS

See also Reed and Rattan Furniture.
Canada Furniture Manufacturers, Ltd., Woodstock.
G. L. Irish, Toronto.
Jacques Furniture Co., Kitchener.
Malcolm & Souter Furniture Co., Hamilton.
Matthew Bros., Toronto.
Geo. McLagan Furniture Co., Stratford, Ont.
Phillips Mfg. Co. Ltd., Toronto.
Toronto Furniture Co., Toronto.

TEA TABLES

(See Card and Den Tables).
Canada Furniture Manufacturers, Ltd., Woodstock.
Gendron Mfg. Co., Toronto.
H. Krug Furniture Co., Kitchener.
Malcolm & Souter Furniture Co., Hamilton.
G. McLagan Furniture Co., Stratford.
Phillips Mfg. Co., Toronto.
Woeller, Bolduc & Co., Waterloo.

TEA WAGONS

Baetz Bros., Kitchener.
Canada Furniture Manufacturers, Ltd., Woodstock.
F. E. Coombe Furniture Co., Kincardine.

TELEPHONE STANDS

Baetz Bros., Kitchener.
F. E. Coombe Furniture Co., Kincardine.
Canada Furniture Mfrs. Ltd., Woodstock.
Dymond-Colonial Co., Strathroy.
Elmira Furniture Co., Elmira.
D. Hibner Furniture Co., Kitchener.
Geo. McLagan Furniture Co., Stratford, Ont.
A. Malcolm Furniture Co., Kincardine.
J. C. Mundell & Co., Elora.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
National Table Co., Owen Sound.
North American Furniture Co., Owen Sound.
Wunder Furniture Co., Kitchener.

TEA COSIES

Toronto Feather & Down Co., Toronto.

TRAYS

Canada Furniture Manufacturers, Ltd., Woodstock.
G. L. Irish, Toronto.
Matthews Bros., Toronto.
Malcolm & Souter Furniture Co., Hamilton.
Philips Mfg. Co. Ltd., Toronto.

TOYS

Victoriaville Toy Co., Victoriaville, Que.

TOY SETS

Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Rattan Chair Co., Victoriaville, Que.
Chesley Chair Co., Chesley.
Gendron Mfg. Co., Toronto.
Kilgour & Bro., Beauharnois, Que.
J. Oliver & Sons, Ottawa.
Victoriaville Furniture Co., Victoriaville, Que.

UMBRELLA STANDS

(See Hall Furniture.)

VACUUM SWEEPERS & CLEANERS

J. H. Connor & Sons, Ottawa.
Clements Mfg. Co., Toronto.
Onward Mfg. Co., Kitchener.

WAGONS AND SLEDS (Children's)

J. E. Beauchamp & Co., Montreal.
Canadian Buffalo Sled Co., Preston.
Canada Furniture Manufacturers, Ltd., Woodstock.
Gendron Mfg. Co., Toronto.
Sidway Mercantile Co., Toronto.

WASTE PAPER BASKETS

Canada Furniture Manufacturers, Ltd., Woodstock.
Canadian Office & School Furn. Co., Preston.
Dymond-Colonial Co., Strathroy.
Gendron Mfg. Co., Toronto.
Imperial Rattan Co., Stratford.
Knechtel Furniture Co., Hanover.
H. Krug Furniture Co., Kitchener.
Malcolm & Souter Furniture Co., Hamilton.
J. C. Mundell & Co., Elora.
North American Bent Chair Co., Owen Sound.
Snyder Bros. Upholstering Co., Waterloo.

WINDOW SHADES

Daly & Morin, Montreal.
Geo. H. Hees, Son & Co., Toronto.
Paquet & Godbout, St. Hyacinthe, Que.
Stewart Hartshone Co., Toronto.

WORK BASKETS

H. E. Furniture Co. Ltd., Milverton.
Canada Furniture Manufacturers, Ltd., Woodstock.

Factory Supplies

ALUMINUM GOODS

Spielman Agencies, Montreal.
(Sheets, screws, nails, wire, etc.)

ALUMINUM CAULS

British Aluminum Co., Toronto.
Spielman Agencies, Montreal.

ART WOOD STAINS

Adams & Elting Co., Chicago.
Marietta Paint & Color Co., Marietta, Ohio.

CHAIR SEATS

J. E. Beauchamp & Co. (fibre.)

BED FASTENERS

J. E. Beauchamp & Co., Montreal.
Jas. Smart Mfg. Co., Brockville.

BRASS TRIMMINGS

Hahn Brass Co., New Hamburg.
National Lock Co.,
Stratford Brass Co., Stratford.

CASTERS

John Duer & Sons, Baltimore, Md.
Foster Merriman Co., Meriden, Conn.
James Smart Mfg. Co., Brockville.
Universal Caster & Foundry Co., New York.
Jno. Watson Mfg. Co., Ayr.

HOUSE FURNISHING FABRICS

Gold Medal Furniture Mfg. Co., Toronto.
Richard Haworth Co., Limited, Manchester, Eng.
Stonards, Ltd., Paternoster Bldgs., London, E.C., England.
Thomas Brothers, Toronto.

CLAMPS
Batavia Clamp Co., Batavia, N.Y.
James Smart Mfg. Co., Brockville.

CURLED HAIR
Cudahy Curled Hair Co., Toronto.
Delaney & Pettit, Toronto.
Griffin Curled Hair Co., Toronto.

DOWELS AND DOWEL PINS
S. Knechtel Wood-turning Co., Southampton.

DRY KILNS
Grand Rapids Dry Kiln Co., Grand Rapids, Mich.
Morton Dry Kiln Co., Chicago.

EXCELSIOR—(For packing)
J. B. Larose, Jr., Hull, Que.

FURNITURE HARDWARE
Hahn Brass Co., New Hamburg.
National Hardware Co., Orillia.
James Smart Mfg. Co., Brockville.
Stratford Brass Co., Stratford.

FURNITURE SHOES
Onward Mfg. Co., Kitchener.
Stratford Brass Co., Stratford.

GLASS AND MIRRORS
Berlin Plate Glass & Mirror Co., Kitchener.
Consolidated Plate Glass Co., Toronto.
Excelsior Plate Glass Co., Toronto.
Hobbs Mfg. Co., London.
Matthews Bros., Toronto.
Phillips Mfg. Co., Toronto.
Toronto Plate Glass Co., Toronto.

HAIR SUBSTITUTES
F. W. & S. Mason, St. Andrews, N.B.

FURNITURE CARVINGS
J. Walter & Sons, Kitchener.

DRAW KNOBS
J. Walter & Sons, Kitchener.
Stratford Brass Co., Stratford.

GLUE
Berlin Glue Co., Kitchener.
Canada Glue Co., Brantford.
Delaney & Pettit, Toronto.
Perkins Glue Co., Hamilton.
Snap Co., Montreal.

GLUE JOINTING MACHINES
Canadian Linderman Co., Woodstock.

HALL RACK HOOKS
Stratford Brass Co., Stratford.

KITCHEN CABINET ACCESSORIES
American Can Co., Hamilton.
American Nikeloid Co., Peru, Ind.
Northern Aluminum Co., Toronto.
Sheet Metal Products Co., Toronto.
Stratford Brass Co., Stratford.
E. T. Wright Co., Hamilton.

LADDERS
Stratford Mfg. Co., Stratford.

LEATHER and LEATHER SUBSTITUTES.
British Leather Cloth Mfg. Co., Manchester, Eng.
Boulbe Fraser Leather Co., New York City.
Clarke & Clarke Ltd., Toronto.
Du Pont Fabrikoid Co., Toronto.
Gold Medal Furniture Mfg. Co., Toronto.
Lackawanna Leather Co., Hackettstown, N.J.
Marlatt & Armstrong, Oakville.
Peerless Leather Co., Kitchener.
"Rexine" Toronto.
Textileather Co., New York, N.Y.

OFFICE STOOL SCREWS
Jas. Smart Mfg. Co.. Brockville.

PAINT MILLS
Jas Smart Mfg. Co., Brockville.

PLATING
P. L. Robertson Mfg. Co., Milton.
Stratford Brass Co., Stratford.

PLATE GLASS FOR DESK, TABLE, DRESSER, SIDEBOARD TOPS
(See also glass and mirrors.)
Mathews Bros., Toronto.

REVOLVING AND TILTING CHAIR FIXTURES
Jas. Smart Mfg. Co., Brockville.

RIVETS (Iron, Copper, Brass, Aluminum) AND SCREWS (Wood)
P. L. Robertson Mfg. Co., Milton.
Spielman Agencies, Montreal. (Aluminum.)

SCHOOL DESK CASTINGS
Jas. Smart Mfg. Co., Brockville.

SANDPAPER
Delaney & Pettit, Toronto.

SPRINGS
Colleran Spring Bed Co., Toronto.
Gold Medal Furniture Mfg. Co., Toronto.
Ideal Bedding Co., Toronto.
National Spring Co., Windsor.
Parkhill Mfg. Co., Ltd., Montreal,
James Steele & Co., Guelph.
James Smart Mfg. Co., Brockville.
Winnipeg, Vancouver.
Waterloo Spring Co., Waterloo.

TABLE SLIDES
B. Walter & Co., Wabash, Ind.
Stratford Brass Co., Stratford.

TABLE LOCKS (for extension tables)
Stratford Brass Co., Stratford.

TRAY HANDLES
Stratford Brass Co., Stratford.

TRUCKS
James Smart Mfg. Co., Brockville.
J. Watson Mfg. Co., Ayr.

UPHOLSTERERS' SUPPLIES
Gold Medal Furniture Mfg. Co., Toronto.
G. H. Hees & Son, Toronto.
Snyder Bros. Upholstering Co., Waterloo.
Thomas Brothers, Toronto.

UPHOLSTERERS' SPRINGS
Gold Medal Furniture Mfg. Co., Toronto.
National Spring & Wire Co., Windsor.
Jas. Steele & Co., Guelph.
Waterloo Spring Co., Waterloo.

VARNISHES
Adams & Elting, Chicago.
Ault & Wiborg, Toronto.
Dougall Varnish Co., Montreal.
Glidden Varnish Co., Toronto.
Imperial Varnish & Color Co., Toronto.
International Varnish Co., Toronto.
R. C. Jamieson & Co., Montreal.
Scarfe & Co., Brantford.
Sherwin-Williams Co., Montreal.
Standard Paint & Varnish Co., Windsor.

VENEERS
Adams & Raymond Veneer Co., Indianapolis, Ind.
J. E. Beauchamp & Co., Montreal. (Chair seats.)

VENEERED PANELS
Hay & Co., Woodstock.

VENEER PRESSES
Wm. R. Perrin, Toronto.

VENEERS, PANELS AND LUMBER
Des Arc Veneer & Lumber Co., Des Arc, Arkansas.
Grand Rapids Veneer Works, Grand Rapids, Mich.
Henry S. Holden, Grand Rapids, Mich.
Geo. W. Hartzell, Piqua, Ohio.
Indiana Veneer & Lumber Co., Indianapolis, Ind.
J. J. Nartzik, Chicago, Ill.
Underwood Veneer Co., Wausau, Wis.
Wisconsin Timber & Land Co., Matoon, Wis.

WASHERS
P. L. Robertson Mfg. Co., Milton.
James Smart Mfg. Co., Brockville.
Stratford Brass Co., Stratford.

WIRE NAILS
P. L. Robertson Mfg. Co., Milton.

WIRE (Bright or annealed)
P. L. Robertson Mfg. Co., Milton.

WOODWORKING MACHINERY
Berlin Machine Works, Hamilton.
Canadian Linderman Co., Woodstock.
Preston Woodworking Machinery Co., Preston.

WOOD DRAWER KNOBS
S. Knechtel Woodturning Co., Southampton.
Stratford Brass Co., Stratford.

WOODWORKERS' VISES
Jas. Smart Mfg. Co., Brockville.

Store Equipment

BANK, OFFICE & STORE FITTINGS
Art Furniture Co., Kitchener.
Cameron & Campbell, Toronto.
Canadian Office & School Furniture Co., Preston.
Dominion Office & Store Fitting Co., London.
Interior Hardwood Co., Kitchener.
Walker Bin & Store Fixture Co., Kitchener.

BROOMS AND WHISKS
Ontario Spring Bed & Mattress Co.

CARPET AND RUG RACKS
Steel Furnishing Co., New Glasgow, N.S.

COUNTER STOOLS
Canada Furniture Manufacturers, Ltd., Woodstock.
Neustadt Mfg. Co. Ltd., Neustadt.
North American Bent Chair Co., Owen Sound.
Otterville Mfg. Co., Otterville.
James Smart Mfg. Co., Brockville.

BALING MACHINES
E. Pullan & Co., Toronto.
Spielman Agencies, Montreal.

POLISHING RAGS
E. Pullan & Co., Toronto.

RUG DISPLAY RACKS
John H. Best, Galva, Ill.
Steel Furnishing Co., New Glasgow.

SHOW CASES & SILENT SALESMEN
Interior Hardwood Co., Kitchener.
Canadian Office & School Furniture Co., Preston.
Kent-McClain Co., Ltd., Toronto.
Walker Bin & Store Fixture Co., Kitchener.

STORE FRONTS
Kawneer Mfg. Co., Guelph.

TABLE DISPLAY RACKS
Strathroy Furniture Co., Strathroy.

HANOVER

Where Good Furniture is made

THE HANOVER GROUP OF FACTORIES

All Furniture Factories, including the Hanover Group, are in business primarily to make a living. It is natural therefore that all of them, including the Hanover Group, should claim superiority over their competitors.

Remember, however, that Dealers are not called upon to patronize any particular manufacturer for any reason other than good and profitable business dealings, and *getting Furniture, which, in their opinion, is the most satisfactory in its price-class they can buy for their money.*

And all the Hanover Group of Furniture Manufacturers want to say is: that you can not tell whether you are getting the best for your money until you know what we produce.

Therefore, do not overlook to look us over.

Sell Morlock Furniture and watch sales increase

Morlock Furniture will satisfy your trade in such a way as to make each owner of this splendid furniture a booster for it and and also your store.

The parlor suite illustrated is a good seller. It is made in mahogany and is artistically designed.

We also manufacture a complete line of Chesterfields, steel constructed couches, and the well-known "Push Button Reclining Chair." Write for complete details and prices of these lines.



Morlock Bros. Limited

Hanover, Ontario

HANOVER

Where Good Furniture is made

IF the Christmas trade has done away with much of your stock, and if you feel that you are open for a new supply, remember this: *that the highest possible quality at the lowest possible price is the only basis on which the Hanover Group of Furniture Manufacturers seek your patronage.* It has been the dominating principle on which the Hanover factories have built the reputation of quality and price distinction.



No. 71

KNECHTEL KITCHEN KABINET

The Meaning of this Trade Mark on Kitchen Kabinets

It is a badge of honor; of best materials; scientific construction in every detail, dictated by years of experience; finishes that are the supreme in lustre and durability.

You can count on the Kitchen Kabinets bearing this trade-mark.

Complete description of Kabinet illustrated is shown on page 157 of our catalog. If you have not a copy write for one.

Knechtel Kitchen Cabinet Co.
Limited
Hanover Ontario

Selling Agents: Knechtel Furniture Co.

SEE OUR NO. 345 DINING SUITE *in* RED GUM



We know that Queen Anne styles are very popular, indeed, and that in genuine walnut and mahogany they are selling well; therefore we feel quite safe in introducing our No. 345 Dining Suite in Red Gum; first, because the design is so sensible and good looking, and then, because it can be sold in mahogany and walnut finish (rubbed) at a much lower price than genuine mahogany or walnut.

The buffet is 50 inches long. Extension table 45 inches in diameter. Price for nine pieces, $234.30.

Discount 66⅔%

THE KNECHTEL FURNITURE CO. LIMITED

HANOVER ONTARIO

Job Printing

THE publishers of the Canadian Furniture World have installed a department for the care of job printing. Only a limited amount will be accepted, our purpose being to keep our plant running at 100 per cent. efficiency all the time.

The element of lost time is a big factor in cost in a printing plant, the average job printing concern having periods of inactivity which must affect their cost per hour for work done.

As our printing plant is well organized, well equipped with necessary type, presses, etc., and as our overhead is exceptionally low, our cost per hour for work is considerably below the average.

This means high quality work at moderate cost.

We are in a position to print trade journals or magazines, house organs, catalogues, booklets, dealers' helps, correspondence inserts, or smaller work of almost any description. Among the few lines we have not facilities for producing at lowest cost are envelopes, tickets and posters.

Try us with your next requirements.

The Commercial Press, Limited

32 Colborne Street, TORONTO

THE PHONOLA

Other Models from $18 to $250



Model "C" $32.50



Model "B"
Oak, **$45** Mahogany, **$50**

THE basic reason for the increasing popularity of the "Phonola" is found in the fact that it has established its merit and reputation as a musical instrument which anyone can operate—and that its cost places it within reach of all.

Undoubtedly, competition is becoming keener as time goes on, but the "Phonola" dealer is ready for competition.

The construction and parts of the PHONOLA appeal to dealers who know talking machine points. Phonola features commend themselves because salesmen know that in the actual work of convincing prospects they are winning features.



Model "Princess" $135



Model "Prince" $175

The Pollock Mfg. Company, Limited

Manufacturers of the

"PHONOLA"

KITCHENER - CANADA

VISIT KITCHENER this JANUARY

We extend to you a cordial invitation to visit our

Annual Furniture Show

at the AUDITORIUM, on Queen Street, Kitchener,

From JANUARY 9th to 19th, 1918.



We are showing a complete line of

COUCHES, PARLOR SUITES
LIVING ROOM CHAIRS
DIVANETTES and DAVENPORT BEDS

GEORGE H. HACHBORN & COMPANY

KITCHENER, ONT.

Showing at the Kitchener Show

CROWN Furniture will be on display at the Auditorium, on Queen Street, at the Kitchener Furniture Exhibition, January 10th to 19th.

We extend a cordial invitation to the furniture dealers of Canada to come and inspect our line. You will find it a very profitable outing. Remember the dates, January 10th to 19th.

PRESTON **Crown Furniture Limited** **ONTARIO**

Period Furniture



No. 85 ROCKER

LIVING ROOM SUITES
LIBRARY SUITES
CONSOLE TABLES AND MIRRORS
BOOKCASES, LADIES' DESKS
OFFICE CHAIRS

Complete line shown at factory. You are invited.

The H. Krug Furniture Company, Limited

KITCHENER, ONT.

ONE large dealer who has four makes on his floor writes us:

We are selling more BRUNSWICKS than all other phonographs combined

(NAME ON REQUEST)



MADE IN CANADA

$45.00 to $2500.00

The Brunswick

The Final Phonograph

It Had to Come

The Brunswick just had to be. In every industry the law of evolution applies, and, sooner or later, perfection is attained.

Just as we have seen the automobile perfected in the last fifteen years, so those in the talking machine industry have watched for the "Final Phonograph."

The Brunswick Phonograph, manufactured by a concern with millions at its disposal, that has watched and waited for fifteen years, marks the highest development in the phonograph field.

The Brunswick IS "All Phonographs in One"—an unusual phonograph that has frankly adopted the best features of all, and with some added refinements of beauty and finish, is priced to you without the necessity of charging for discarded models or experiments.

This 100% efficient phonograph will sell easier and increase your sales because of these features.

It plays better, looks better, and costs your customer less.

SEND FOR EXCLUSIVE SALES PLAN TO-NIGHT.

Musical Merchandise Sales Co.

204 Excelsior Life Building, TORONTO

D. O. McKINNON
GENERAL MANAGER

W. B. HART
ADVERTISING MANAGER

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

WM. J. BRYANS
JAMES O'HAGAN
EDITORS

Published by The Commercial Press, Ltd., 32 Colborne Street, Toronto.

Subscription Rate $1.00 per year in Canada, Great Britain and British Colonies; $1.50 to the United States.

How We Get and Keep Business in Our Town

One of the prize essays from retail merchants to the Manitoba Branch of the Retail Merchants' Association — Some excellent suggestions.

By GORDON McKAY

BUSINESS to-day is an entirely different proposition to what it was fifteen or twenty years ago. Competition has become so keen, the inroads of the mail order houses have become so big; margin of profit has been cut so fine that a man to make a success must everlastingly study all angles of his business.

The farmer of to-day is a pretty wise guy. He comes from Missouri and he is aided, abetted and coached by the mail order literature. He can read his catalogue backward and can quote you any price in it as well as some that are not in it.

Must Put Business on Business Basis

To get and keep trade the first thing to do is to put your own business on a systematized business basis. Do you know what it is costing you to do business? What is your per cent. profit? Do you take your discounts? Do you consistently and persistently advertise? Have you an up-to-date mailing list and do you use it? In short are you a business man or are you simply a storekeeper? I believe that if the country merchant buys light and buys right; sells his goods on as narrow a margin as is safe, and he ought to know what that margin is if he keeps a proper set of books; that if he lets the public know he has the goods and the prices; that he means business and goes at it in a business-like way that he will get the business. But. he has to be first, last and all the time everlastingly on the job. Let a man get thoroughly interested in his business as a sporting proposition and he will find it the most fascinating game in the world.

System in your store.

Service to your customers.

Sand in your system.

These three alone will go a long way towards trimming the fallacy of the mail order houses.

Men will tell you it takes too much time. It's too complicated. haven't got the education to open up and run a set of books. That's all rubbish. Personally, I get out a statement at the end of each month, showing cash receipts, amount of goods bought, expense under different headings, percentage of profit and the percentage of expenses, and this work takes up about five minutes of my time daily, and believe me I am no scholar.

Less "I Can't" and More "I Can"

Men will tell you that you cannot run a cash store in this country. Tommyrot, it can be done. It is being done, successfully. If the retail merchant of to-day would think less of the "I can't" and more of the "I can's." If he will wake up, come alive, take off his coat, clean up his windows, let a little sunshine in, smile, have a good word for his opposition, leave the mail order houses alone. Because the merchant must awaken to the fact that the mail order houses are running a legitimate business and that they are running it in a mighty business-like way. Go thou and do likewise. Don't blame the other fellow; go out in the woods and take a good look at yourself. If you don't find something you can improve upon you had better get out of the retail business, or the business will soon put you out.

The Matter in a Nutshell

In a nut shell—

Get your business on a business basis.

Give service, and it's a mighty big word is service, to your customers.

Put brains, energy and enthusiasm into your work, and before long you will be looking for a safe place to invest your surplus cash.

Editorial note—We will be glad to have readers send us along their views on any retail questions or methods that they have used or are using to build a larger and more profitable business. We will appreciate them and so will your fellow dealers. Let us hear from you.

EDITORIAL NOTE

A GOOD deal of practical and sagacious advice is contained in the accompanying article by an aggressive western merchant. It is written in a breezy manner by a live and enthusiastic retailer and is worth the careful perusal of every reader. It should be the means of enthusing even the most listless dealer—inspiring him to put greater effort and study into his business.

An important point made is that the dealer should get his business on a business basis. Too many stores are being conducted in a haphazard manner that does not work for success. As Mr. McKay states in his article—well, read the article and see what he says for yourself. It is not lengthy—he has boiled a wealth of practical advice down into small space.

Establishing Your Name in the Minds of the Public

Advertising and its relationship to successful business—Command your hand to guide the pen, but guide it thoughtfully—Be fair to your future, give your business a fair opportunity to expand.

By JOSEPH R. SKALETAR
Manager, The Crescent Home Furnishers, Winnipeg, Man.

"Had I known of this store last month, I certainly would have bought my dining suite right here.

"A friend of mine suggested that I try your furniture—why I never knew there was a furniture store up here at all."

After two years of being confronted continually with such disastrous and telling remarks, we took upon ourselves the important duty of trying to ascertain the cause of existing conditions—and the possibility of successfully wading out of the rut we so brilliantly succeeded in getting into.



JOSEPH R. SKALETAR

People Weren't Visiting Upstairs Store

We concluded that business was not coming our way, for one reason. The people who's patronage we were seeking were not acquainted with us. The majority were not even aware of the fact that our store existed. Our store is an upstairs showroom, but away from the main business section of the city. It was a fact that shoppers passing by the main business sections of our city, would never in a decade be attracted towards entering our showroom, because we had no means of outer attraction at that time. "Satisfaction to our customers," was our only advertisement.

Taking a Step Forward

We concluded that as long as we had the merchandise, and were within a reasonable walking distance from car lines—there doubtless must be some means and methods to attract the buying public. We were confronted with one big obstacle at the outset of our initial attempt. We feared the expenditure of hard earned dollars for the purpose of buying space in the daily newspapers.

All I have written above is a story of conditions as they held sway here in 1912.

Merchants who cannot afford to hire a man with special training for advertisement writing, sometimes say that they have difficulty in writing advertisements that interest the public. Many merchants cannot write notices with literary finish and smart epigrams, but there are a few basic principles by which any merchant can write an effective advertisement.

Some Hints on Advertising

Speaking flowery English or imaginative sentences often do more harm in an ad. than they do good. They amuse or interest the public in the writer, but they do not interest the people in the goods the writer is trying to sell. There are three ways in which a person can be induced to interest himself in an article of merchandise, assuming that it is some staple that he would like to possess. The first, to suggest to him that the article is offered at a low price. The second, that it has unusually good quality. The third, that it is unusually attractive in appearance or style.

Talk as if You had Customer Before You

If a merchant has a customer face to face, and is trying to persuade him to buy a certain article, he does not use flowery English nor does he try to be funny. He states the price, believing it to be low for the value. Then he tells in a few simple words the reasons why the material is unusually good in quality, or why it is particularly neat in design.

A good advertisement mentions all these three elements. Price is generally the very first importance. A good advertisement is not well-written unless definite figures are given. The next thing is to give a few facts indicating the worth of the article. The third is to say something about its style. Those principles are so simple that no merchant needs to worry because he can not hire an advertising expert. Talk to the newspaper audience as you would talk to the buyer in your store. Stick to the three fundamental motives of price, quality, appearance.

Monthly Circular Brings Good Results

From the spring of 1913 until the present day, the day I write these lines, our change in policy and our desire to make our business pay (we had in mind the furniture stores on the main streets) has placed us in control of an immense business, conducted in the same showrooms, upstairs on the fourth floor.

The accompanying circular issued monthly, is a medium which has never yet failed to do its allotted work. In this circular we give a general description of what we are offering in the way of inducements to our customers ,and prospective customers. The articles described and illustrated, with careful exacting reproductions, are changed in each issue, and attract thousands of home-lovers, who seek to furnish their homes at a saving. They readily understand that by our elimination of downstairs high rentals, they are effected a saving in price.

We are careful to keep check on the boys who distribute our circulars, and we see to it that every circular, of the 35,000 we issue monthly, finds its way to the inside of the home, not to be left on the porch or on the street.

Our experience with the layout of advertising copy and cuts attracts the most critical furniture cranks.

This monthly circular is followed up by half page advertisements once a week, in the daily papers.

Now that we have been bringing our name before the buying public for five years continually—we enjoy a steady flow of trade. But this is no reason to curtail the appropriation in our advertising expenditure. Advertising with us has proven a good investment—the older we grow, the stronger we maintain our lead, and the more space we utilize. Of course, in dull seasons we employ the more unique and original methods known to advertising men of standing.

Good Ad. Copy Requires Study

In the average furniture store the ad. man is required to write copy, wait on trade at times, and perhaps look after the window trimming. I say "in the average store." Writing a first-class ad.—the kind that will bring the business—takes time and deep thought, for no ad. will bring more business than the amount of brains used to produce it. Display headlines are what bother most of us, and I find that a "look through" the high-grade magazines will net a word or two from each magazine that will kindle the imagination, and then it is easy to form a headline.

As regards the style of copy, I firmly believe in the kind that may justly be called "original." Get away from the cut-and-dried stuff, men. Get them to regard your ads. as "part of the paper." Carry a tone of pleasantness in your copy—the face to face kind—surrounded by a special border which the public will soon recognize as yours, and they will read your ads. much as they would look at a cartoon or any other item of daily interest.

Day of "Circus" Copy Past

When the large number of items which must be advertised by the up-to-date furniture store makes it necessary to use large space, but to hold down the expense, I suggest small, one column cuts. They serve proportionately as well as the larger ones. My ads. herewith show this. Many merchants of to-day do not realize that the days for "circus" copy have passed, and that all the public expect is a plain statement of the facts and then be left alone to do a little thinking for themselves. Just one hundred per cent. salesmanship in advertising, not one hundred and twenty-five.

After all, confidence when unmasked is merely knowledge, and this is largely acquired by reading, and when coupled with hard work and intelligent foresight it will bring any advertising man big success. Merchandise is dumb—until seen; then it speaks louder than words. To bring people into the store to see the merchandise—to speak for the merchandise until it can speak for itself—is the first step in advertising.

Ads. and Salesmanship

Advertising must be fair to the merchandise as well as to the people it invites into the store.

We constantly keep in mind, and have as our motto, Best Quality—Lowest possible prices—Prompt service—and "THE CUSTOMER IS ALWAYS RIGHT."

Our advertisements serve as our salesmen, and the best definition of a salesman I know, is—one who sells, satisfies both employer and customer, justly serving the interests of both, using originality and initiative constantly to increase sales, without misrepresentation or losing customers by selling something not wanted. Cultivating dependable speech, that inspires and holds confidence—that is truly an asset to any employer.

She—"You had no business to kiss me."
He: "It wasn't business. It was pleasure."



Sample of advertising from monthly circular issued by Crescent Home Furnishers, of Winnipeg. Note the good use of cuts. Read what the manager of the store says regarding advertising, in the accompanying article.

Success of a Winnipeg Home Furnisher

"Home Furnisher," is the name that J. A. Banfield of Winnipeg, Man., applies to himself. Likewise one of the prominent slogans of his store is, "Everything for the home." The aim to supply everything for the home that customers may desire and an effort to give first-class service, have been responsible for the building up of one of the most successful home furnishing businesses in the West.

Business Established in 1879

The business was established in 1879 by A. F. Banfield, a brother of the present owner. J. A. Banfield became a partner fifteen years ago, and later, on the death of his brother, took over the business. It has occupied its present quarters on Main St., for thirty years. At the time of the establishment of the concern it occupied a floor space of 2,500 square feet. Now it cover 55,000 square feet, an increase of 2,200 per cent.

Conducts Two Stores

The main store and headquarters of the business are at 492 Main St. Here a five-story building, owned by Mr. Banfield, is occupied entirely by the business. The store is 165 feet deep and runs through to Albert St., where it also has a frontage and entrance. A retail furniture store is also operated at 630 Notre Dame, by Mr. Banfield. In addition to these two stores, the business requires extensive warehouses. There are three in number, located at 902 Home St., 690 McGee St., and 656-60 Young St.

Talking Machines Featured

Nine departments have been added to the business in recent years, and the stock now comprises everything required to furnish the home. One department that has become a big feature is that devoted to talking machines and records. Not only is a big city trade done, but the store has reached out for talking machine business throughout the province. In the rural sections where there are fewer means of entertainment than in the city, the need of talking machines as a source of amusement is more strongly felt, and according opportunities for sales are good.

Mr. Banfield has surrounded himself with competent men so that the best of service is given to customers in all departments. Mr. Banfield takes a deep interest in Association matters, being a past president of The Retail Merchants' Association.

KEEP A WAITING LIST FOR CAREFUL BUYER

When you don't have what Jones wants, don't necessarily think that you've got to change Jones' mind. That's long and tiresome—and he may have a word to say himself. Instead, keep a Waiting List for Jones—and all his purchasing family. The things you haven't got, but which somebody wants, make a note of it. Three weeks should be the maximum time required to fill any such order. If Jones can't wait even one, tab it down anyway. It will remind you of what to add to your line—for the next Jones, who is legion.

TREAT TRAVELLER AS A PARTNER

On the other hand, easily the strongest impression which you can make on the buyer will be the ability to deliver from the floor any reasonable amount of furniture that he may require. Foresight rather than hindsight. That is why buying nowadays is really a problem of keeping up with the market and the trade. Reading the trade press. And talking shop, not for amusement, but to learn the newest angles. You're a partner with the manufacturer's salesman in the business of service. Treat him as a partner—and cash in on the dividend.

"Show me a business man whose heart is right and I will show you one whose advertising is clean. In our movement for truthful advertising, we are doing more than merely making business better. We are making men better."—Julian Wetzel.



Window display by the Paquet Company, of Quebec, in which bedroom furniture was featured.



No. 345—An attractive dining room suite, manufactured by the Knechtel Furniture Co., Ltd., of Hanover, Ont.



No. 800—Handsome new chesterfield being shown by the Farquharson-Gifford Co., Limited, of Stratford

Immediate Delivery of Furniture Appeals to People

Says Thorold Dealer

THE furniture department of the T. Critelli Company of Thorold, Ont., occupies the entire second floor of their building, the moving of goods to and from the department being made easy by an electric elevator. The newest addition to the store is a large delivery truck that is used especially in connection with the furniture department. Mr. Critelli believes that, in this department especially, one of the greatest drawing cards is the assurance of a prompt delivery. When people buy some new piece of furniture there is just child enough about them to want to see that bit of furniture in the home. Therefore, this new equipment has been added and it has proved that the idea was a good one. This truck is not used in the general delivery of the store, but in connection



View of furniture department of T. Critelli Co., Thorold, Ont.

with this department of the store it has proved itself an invaluable adjunct. There are times, too, when special deliveries are required and the distances are too great for the regular delivery rigs. In such cases this new equipment has proved of great value.

Keeping Separate Records for Each Department

Though all under one roof and one management, each department is kept separate from the other. Against each is charged a portion of the overhead expenses. The stock is, of course, credited to the department to which it belongs. All sales are similarly credited to the department concerned. In this way a record of each department is always available and it is possible at any time to see whether a department is pulling fair with the rest of the store. In this way if any department is seen to be lagging it is possible to get behind it and speed it up. In other words there is all the advantage of the individual store together with the co-operation that is possible with the enlarged activities of the general store.

Situated, as the store is, in the town of Thorold, a town particularly favored for a place of its size in large manufacturing concerns, there is a fine scope for business. The store reaches out over a wide stretch of country for its trade and has built up a fine business o na basis of good service. At the opening of the war the work on the new Welland canal that runs only a block or so from the site of the store was brought to a sudden termination. As there were some fifteen hundred men engaged in this work within a reasonable distance of Thorold, it will be readily seen that the cessation of this activity meant quite a blow to merchants of the town. The Critelli Company were, of course, among the sufferers, but they figured that there was enough business in the vicinity to provide a very satisfactory trade, and they went after it with a will, so that at the present time the store has picked up a good deal of the trade that was lost through this unforeseen cessation of work. This business, too, is on a surer foundation because it is being done among the stable population of the town and its vicinity.

For one thing the people of the vicinity take a pride in the store that would do credit to many a larger place, and the very character of the establishment has been one of the most forcible arguments in drawing trade. People like to deal at an attractively arranged store. This is a proposition that has been proved over and over again.

GOOD TIME FOR COMBINATION SALE

The present would be a good time to stimulate trade by a combination sale. It will also help to judge of the results of advertising. The articles should be co-related in nature. For instance, The Furniture Record suggests the following:

BEDROOM FURNISHING SPECIAL

1 pair sanitary pillows	$ 5.00
1 Royal mattress	12.00
1 reading lamp	6.00
	$23.00
Combination sale price	$19.50

As a rule three articles are enough to offer in a set: A sewing chair, a sewing table and a sewing basket; a child's high chair, bassinet and utility box; a nursery chair, a go-cart and baby yard; a jardiniere stand, a jardiniere and a fancy watering pot.

Now, the object of such a combination is to induce people to come to you at the time you set and to make a larger purchase perhaps than they would otherwise. In short, you have arranged and made distinctive your own business insofar as those articles are concerned. It will pay to look ahead for one special value which can be included to reduce the price of the whole so as to offer an inducement which will clinch a number of sales.

Combination sales offering a special price should not be placed upon the books, and so cash business is encouraged. There comes a dull season in the very nature of things at certain times of the year. and a series of combination sales followed up in a dignified way will stimulate business at this time. It may even be well to get out small cards in advance, giving the dates and an idea of the articles to be offered in combination upon those dates.

One store which has used this method successfully during several seasons mails out one of these cards with the monthly statement of all charge customers, a month in advance of the special offer, as they have found it wise to run the combination sales during two particular months. Then a selected list also receives the same announcements under a 2-cent postage mailing. The rest of the public must depend upon the newspapers for information of what is doing from time to time.



One of the designs of the Kroehler Daveno, manufactured by the Kindel Bed Co., of Stratford



New table from the line of the H. Krug Furniture Co., Ltd., of Kitchener



One of the new chesterfields of the Gold Medal Furniture Co., of Canada

A Practical Method of Taking an Inventory

That gives accuracy in this statement and brings out much information of value to the merchant.

GOOD management is not a matter of guess-work. You don't use good judgment when you guess. There is only one right way to do a thing. To give you a proper basis for future control a system should be installed properly.

The first thing to do is to take an inventory of your stock. This is the only way you can be sure that future information shown by the system is going to be accurate. This stock-taking cannot be too exact. It is considered the best business practice not to value your stock at more than what you paid for it, even if it is worth more, because if you did you would be anticipating profits which might never be realized. The proper way to inventory your stock is to value it at what you paid for it unless the value has depreciated, in which case you would take the lessened value. It doesn't pay to fool yourself on what you are worth by valuing goods which have been in stock a long time at prices no one would pay for them.

In taking inventory it will be well to use a slip or card such as the one shown here. The use of such

Page_____

Inventory_____191__

Sheet No._____ Department_____ Priced by_____

Called by_____ Location_____ Extended by_____

Entered by_____ Examined by_____

QUANTITY	UNIT	DESCRIPTION	UNIT COST	UNIT RETAIL PRICE	TOTAL COST	TOTAL RETAIL PRICE
		TOTAL				

Excellent form of inventory sheet in which stock is taken at both cost and retail prices. Read the advantages of this form in accompanying article.

slips or cards will systematize your stock-taking and will enable you to check it up readily. The sheets or cards can be numbered so that if any are lost you will know about it.

These sheets should be numbered and filed away in binders after the extensions have been made. Each sheet should be totaled, but the totals should not be carried from sheet to sheet. Add up each sheet separately and then add the totals of the sheets for each department, both for cost and retail prices. In this way you will get the total value of your stock in each department.

Re-arrange Stock During Inventory

At inventory time it would be a good idea to arrange the stock in your store so that goods of one department are brought as close together as possible. This will facilitate checking, and will be a great help in buying and selling. You will soon learn to know where every article in your store is located; you will have no trouble in finding it; and when new stock comes in you will know where to place it.

With the use of these sheets your inventory taking will be simplified, and any number of people can help to take stock without interfering with each other.

At best, inventory taking is something that the retail merchant is not very enthusiastic about. He dreads the time when he must stay up nights and "take stock"; it generally means that his store will be turned upside down for several days. This bug-bear can be eliminated to a great extent if the stock is divided into departments and a stock record is kept. Each department can be inventoried at a time of the year when its stock is low. This will permit of inventorying at all times of the year, one department at a time, instead of trying to do the job at one time. It is much more satisfactory to check one department at a time and avoid the confusion that is generally attendant upon stocktaking.

Suggestions for Stock Taking

You should remember to keep track of sales made during inventory taking, so that when you have finished your inventory sheets will show the actual stock you have on hand.

These inventory sheets will show the department, the article, its location in the store, the names of the clerks who call off the quantities and enter them, and also those who extend and examine the figures. Columns are provided for the quantity, the unit (dozen or gross, etc.), a description of the article, the unit cost, the unit retail price, the total cost, and the total retail price. The unit cost is the price for each article, or for each dozen, gross, etc., and the unit retail price is the selling price. The total cost is obtained by multiplying the quantity by the unit cost, and the total retail price is obtained by multiplying the quantity by the unit retail price.

By having one clerk call and another clerk list the stock, and then have someone else go over the extensions that you as proprietor make, accuracy will be insured, and every one engaged in stock taking will be more careful. You will also be able to check and trace errors.

Advantage of Price Sheets

A good many retail merchants keep no record of the prices they pay for merchandise. Whenever they want to reorder a stock of goods they either have to depend upon the word of the jobber or manufacturer that a certain price was paid for the last lot, or they must search through a lot of invoices, which may not

GERHARD HEINTZMAN



MODEL A
$138

Phonographs

PERFECTION is a slow process—but ANY other process is STILL SLOWER. Realizing this, and knowing only too well that improvements in Phonograph building could readily be made, we have striven towards perfection when we placed upon the market

The Gerhard Heintzman Phonograph

It is an instrument as good as is humanly possible to produce in Tone, Quality, and Outward Appearance as well.

The Gerhard Heintzman Phonograph comes in 8 models and finds ready sale anywhere at

$51, $75, $100, $138, $180, $225, $300, $400

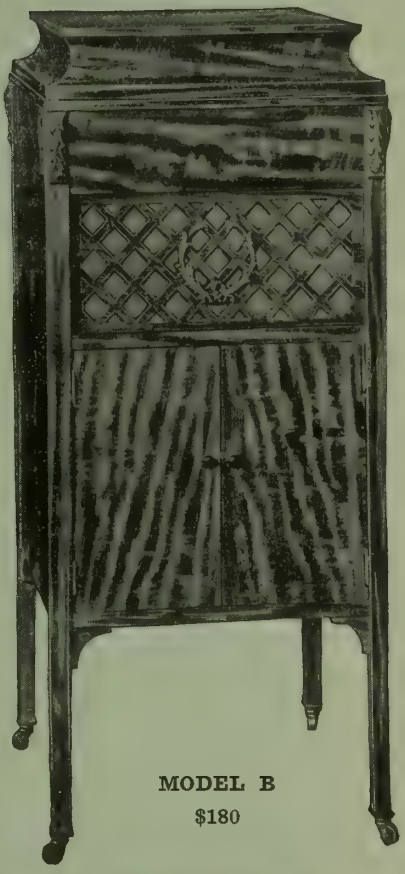
The cabinets are double-veneer on three-quarter inch solid core, and are made in Walnut, Mahogany, Circassian, Fumed and Mission Oak.

A Splendid Opportunity

is offered to a progressive furniture dealer in every Canadian city or town who understands and appreciates the advantages of a high-grade, reasonably-priced Phonograph as a selling force.

We can also supply you with Records from the largest and finest Record house in the world.

WRITE US TO-DAY



MODEL B
$180



MODEL E
$400



MODEL D
$300

Gerhard Heintzman

Limited

75 Sherbourne St.

TORONTO

Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES: ELYRIA, OHIO; NEWARK, N. J. PUTNAM, CONN.

CHICAGO ATLANTA SEATTLE CINCINNATI TORONTO
Lumsden Building

Give Your Dealer Every Possible Selling Point

Phonograph Manufacturers using the

HEINEMAN MOTOR

Give their dealers an opportunity to talk motor service to every prospective customer. It is known the world over as "The Motor of Quality."

THE MEISSELBACK MOTOR

Is recognized everywhere as the perfect motor for *highest grade* machines. It is backed by the Otto Heineman Phonograph Supply Company with its service stations from coast to coast. This motor has been adopted by the leading talking machine manufacturers.

WE ARE AT YOUR SERVICE

DEAN NEEDLES

With the acquiring of the John M. Dean Steel Needle Plant, the Heineman Service becomes complete. The strength of our new position is at once apparent to the talking machine trade of Canada.

Canadian Branch:
LUMSDEN BUILDING, TORONTO

Otto Heineman
President

MEISSELBACH MOTORS

TONE ARMS SOUND BOXES

BUYING AND STOCK RECORD

MAXIMUM_____ SECTION_____ DEPARTMENT_____

MINIMUM_____ SHELF_____ ARTICLE_____

DATE BOUGHT	BOUGHT FROM	QUANTITY	UNIT	LIST PRICE	TRADE DISCOUNT	CASH DISCOUNT	NET UNIT COST	UNIT RETAIL PRICE	SALES									RETURNS BY CUSTOMERS
									DATE	QUANTITY	BALANCE	DATE	QUANTITY	BALANCE	DATE	QUANTITY	BALANCE	

An excellent form of buying and stock record. It is explained in accompanying article.

be filed in any systematic order. Price cards or sheets should be kept by every retailer of every article carried in stock. This is the only way a complete and correct record will be always on hand ready for reference in case of necessity. Such a record need not be made at one time, but the work can be materially lessened if it is done at the time inventory is taken, because a good deal of the information recorded on the inventory sheets can also be used on the price cards or sheets. However, such a price card record can be started in a small way whenever purchases are made and can be built up gradually. These cards or sheets can be filed by departments in alphabetical order so that they can be easily referred to. A record like this will tell you at a glance where you can buy any item in your store on the best terms.

A Combination Price and Stock Record

The form illustrated is a combination price, buying, and stock record. Such a record will show you the prices you have paid in the past for merchandise, the location of the stock in your store, the minimum quantity that you should carry, as well as the maximum above which you should not allow the stock to accumulate. You will know where you can buy goods to the best advantage, what trade and cash discounts you have been receiving and what you have been selling the goods for.

By checking off your daily sales on the right hand side of the sheet you will always have a perpetual inventory and know exactly which articles are selling and which are a dead weight on your hands and are tying up capital. You want to push those articles which sell because they are the ones that produce a profit for you. Merchandise for which there is no demand should be sold out, since it not only uses up space in your store, but it ties up your money, the interest on which must be borne by goods that sell quickly. The secret of success in retail merchandising is to keep stock down and sales up. This will insure maximum business on minimum capital.

Perhaps the majority of retail dealers keep no record of their stock whatever. To these it would appear quite a task to change to a complete perpetual inventory. The best way is to keep a check on one department at a time, or on a few articles, and gradually to complete the stock record. This can be easily done if you inventory one department at a time as suggested in a preceding paragraph.

The inventory sheet illustrated provides for taking stock at both cost and retail prices. This is desirable, since you will then know the mark-up on each article you carry in stock, and you will know when you sell that article whether or not you make the gross profit you originally anticipated. The retail price is also necessary if you do not keep an actual perpetual inventory, but only an approximate book inventory. To figure your profits under this method you must know the average per cent. of mark-up for each department.

The two methods of keeping stock, then, are the following: exact perpetual inventory and approximate book inventory. An exact perpetual inventory can be kept with the use of the form "Buying and Stock Record."

Two Forms of Inventory

With this method of keeping stock you will enter information regarding your stock from the inventory sheets, using one sheet or card for each article. Such a sheet will last several years in most instances. The value of a record kept in this way cannot be overesti mated, and if you do not care to install it for your entire business, it would be well to use it in connection with certain commodities to find out whether or not a profit is being made on those articles. The sales are checked as they are made, so that you will know at all times just what you have on hand of that particular kind of merchandise.

The other method of keeping stock—an approximate book inventory—can be used very easily and will require a minimum amount of work. After you have finished taking inventory you will sort the inventory sheets by departments, add up the amounts for each department, both at cost and selling prices. The difference between the two figures is the average mark-up for the department. This difference or mark-up, divided by the selling price, is the per cent. of mark-up. This is the figure you will use for estimating your daily profits on merchandise sold from that department, and the same will be done for goods sold from other departments.

NOVEL METHOD OF KEEPING TRACK OF INVOICES

A novel method of keeping track of invoices received from wholesale houses is used by a retailer in an Ontario city. An account register similar to that used for keeping customers' accounts wherein the total

owed to date is shown at each purchase, is utilized for the purpose.

As each invoice comes in it is filed away in its proper place, and at the end of the month the total can easily be checked off with the statement rendered by the wholesale house. This saves the trouble of posting to an invoice book, which is a source of considerable work especially with firms that goods are being received from pretty nearly every day.

SIMPLE RULE FOR FIGURING PROFITS

Editor Canadian Furniture World:

Re the problem which appeared in your October issue, "A certain article costs $1 wholesale. What will it have to be sold for to allow a profit of 10 per cent., after allowing 22 per cent. for cost of doing business?"

There is a simple rule by which all such problems can be solved and which is easily remembered. It is simply to add two ciphers to the rate per cent., and divide by 100 plus or minus the said rate per cent. The above problem in another form is: "How much per cent. must I add to the cost in order to make 32 per cent. on the selling price?" If you divide 3,200 by 68 (i.e., 100—36) you will get 47 as the percentage to be added to cost price. To prove it divide 4,700 by 147 and you get 32 as the percentage on the selling price to equal 47 per cent. on cost.

If the question calls for a sum of money rather than a rate per cent., then you divide said sum by 100 plus or minus the rate per cent., as follows: I have a line of goods marked at a uniform profit of 35 per cent. above cost. I decide to close out this line and so offer the goods at net cost. A customer purchases $27.00 worth (marked price)—how much shall I charge him? You simply divide 2700 by 135 and get 20.00 as the answer.

The same rule holds good in figuring out the difference between bank discount and true discount. If I present a three months note at the bank for discount and they deduct $1.75 (i.e. 1¾ per cent.=7 per cent. per annum) they would be really charging me 1.78 per cent.=7⅛ per cent. per annum. This is found by dividing 1.7500 by 9.825 (100—1.75). The reason of this is that I am really borrowing only $98.25 from the bank and they are charging $1.75 interest on the same, which is equal to $1.78 per cent. for the three months.

Yours truly,

E. D. SHAND.

FOUR QUESTIONS FOR THE DEALER.

Do you cultivate your existing customers with a view to getting information about new ones? Don't forget to ask if they are good payers.

Do you question the traveling salesman as to how to market at the best profits the goods you give him an order for? Salesmen acquire all kinds of information.

Do you take pains to make a good first impression on new customers? Goods don't sell themselves. There's a personal side in sales.

Do you sit in silent dignity in your private office or do you mix in with your clerks and customers? It's the dealer who keeps in close touch with everything who has his store in good shape at all times, and whose clerks are usually agreeable to their customers.

"I see Price has joined the army."

"Good! If he doesn't advance rapidly he'll be different from all the other prices."

Records Needed for a Good Business System

After inventory is an excellent time to inaugurate a good business system.

1. **The Business Record,** on which your daily transactions are summarized. Only a few entries are required daily, yet this Business Record will at all times be a mirror of your business. It will show you every day and any day your exact financial condition, and being based on double entry, you will know that your records are correct and that your books are in balance.

2. **The Sales Analysis Record,** on which your daily sales, by clerks and departments, are tabulated. With this information you can pay your clerks what they earn and stimulate a friendly rivalry between them. You will also know which departments are the business producers.

You will be able to watch your sales by days, months and years, and establish standards by which to be governed in the future.

3. **The Purchase Record,** on which are entered all your purchases, classified by departments, with the amount of the purchases and the date on which they must be paid in order to receive the benefit of any discount. Used in connection with the Sales Analysis Record you will be able to tell the exact condition of your stock at any time.

4. **The Monthly Inventory and Merchandising Summary,** which will aid you in making a statement of earnings and expenses for comparison with other months. It gives you in concrete form a picture of your month's operations and the condition of your business up to date. On the reverse side provision is made for a monthly inventory by departments and a summary of your sales, purchases, expenses, and profits. These charts of your business experience are in handy form for future reference. You will be able to show your banker or your jobber that your business is healthy and sound, and that your credit is good.

With these four simple tools for complete accounting you will have before you the facts of your business in such a way that you will know what to do next in your merchandising, just what stock to push, just what stock to buy, where the expenses are a little heavy and should be reduced, or where you can afford to spend a little more to aid in doing a bigger business and making more profit.

The whole thought in devising this system is to make it a guide to better retailing instead of a mere matter of record keeping. All the necessary details are cared for in such a simple way that you will know each morning exactly how you stand. No merchant can direct his business properly without having just such facts constantly available.

Canadian Furniture World

TORONTO JANUARY 1918 CANADA

Make Definite Plans for the Year Ahead

The dawn of the New Year brings with it greater hopes and aspirations to everyone of an ambitious nature, but especially to the business man, who is constantly looking forward to greater attainments. We feel that our readers are ambitious enough to be looking forward to greater things during the coming year and our New Year's wish for everyone is that their plans for 1918 may be fully realized.

It is a good thing for the business man to start off the year with a certain definite plan of what he intends to do during the succeeding twelve months. It is all very well to resolve that you are going to establish new records during the coming year, but these are much more likely to be accomplished if they are based on some definite plans.

* * *

Gauge Progress by Net Profits This Year

With the closing of the year comes the compiling of sales records for the past twelve months in order to ascertain what progress has been made during the year, and how such progress compares with past years. At least, that used to be the procedure, in order to get a preliminary idea, at any rate, of the year's success, but in the past couple of years it has not been a safe gauge to follow in sizing up the year's work, for the simple reason that one cannot tell by sales what profit has been made. Under advancing prices and accompanying reduction in profit percentages, the dealer can form no accurate idea of what he has really been doing. To gauge by sales totals, is to badly mislead oneself.

The only way to correctly ascertain the true results of the past year's work is to compile a financial statement that will show exactly what the net profit of the business during the past year has been. That is the only safe basis on which to form an opinion of the last year's success.

And that is what every dealer should do. To neglect to do so is to court disaster. Too many dealers are at present living in a fool's paradise, as a result of judging their progress by inflated sales figures that are due in most instances to increased selling prices on goods that are giving a smaller profit return to the dealer. It may be a sad awakening to some dealers to have their rosy dreams of unusual progress upset by cold figures of actual profits, but it is better to wake up now and get the business on a safe and sane basis than to continue drifting along to sure disaster, as not a few are doing to-day.

The way to ascertain exactly how you have fared during the past year is to take an inventory, and make out an accurate financial statement. The present is a good time to look after it.

Make Displays Sell Goods

A criticism of not a few Christmas windows was that the trimmer in aiming for attractiveness and appropriate setting sacrificed the real aim of the display —selling power. This can be pardoned to a certain extent during the Xmas campaign when it is particularly desirable to get the public imbued with the Christmas spirit, but is something that generally should be guarded against. Attractiveness is certainly desirable, but to secure it, selling power should not be sacrificed.

Merchants aiming to make their window displays overly attractive should not lose sight of the fact that they are apt to spoil their chances for sales through too artistic an appointment. In arranging an attractive window display, yet one that sells goods, the trimmer must bear in mind that he cannot afford to give way to the artistic exclusively. This would be a disadvantage to the selling force, if there was any, and hence the punch would be lost.

Sacrificing selling power to make a window attractive is utter folly, yet it is a practice closely followed by many merchants in their anxiety to make their window displays so attractive that they will tend to sell goods themselves. One case in particular which gained recognition because of its attractiveness, was found to be absolutely without any drawing power for sales in the least. When the merchant was questioned, he stated that it was his desire to give the people something pretty to look at, regardless of whether or not he could capitalize it. Such an act was shortsightedness, and some retailers would wince if told they were guilty of such a thing.

They are, but they do not realize it, and right here is where the mistake comes, they do not profit by their error, but seem content with self-satisfaction, regardless of what the results may be. Satisfying one's taste may be all right, but never when it is derogatory to the interests of the business. Whatever else a merchant does, he should never sacrifice his selling value in window displays to secure attractiveness.

Window displays must be made to sell their contents, and it behooves every retailer to commence to realize this right now, and make his window displays prove that he thoroughly understands the proposition.

* * *

Keeping Stock in Shape

If you want to get the trade you have to have the goods to sell. It is good business to be able to supply all the wants of customers. A. B. Whitman, of Emerson, Man., put the matter very nicely in his prize essay submitted to the Manitoba R.M.A. He said:

"Our experience is that the foundation of sales results is the stock carried. We believe in carrying a complete stock of the goods our customers want.

Have you ever heard your customer say: 'Oh, it's no use going there, they never have anything you want?' We believe that much country business goes to the city in lines that country merchants overlook because they do not realize the demand. Our policy is, find out what our customers want, and what new demands can be created, and stock those goods.

The second point we have found worth while is to promptly obtain any items out of stock. This applies especially to articles for which the demand is not heavy enough to keep. How does a customer feel, on going in one store for an article and being told, 'we are out,' with no further offer of service, and then going in the next store and getting the answer, 'We are out, but we can have it down next mail?'' Which store drives its customers to the mail order people? We try to get the reputation of keeping everything our customers want, or if out, of getting it at once.''

* * *

Increasing Average Sales There are probably few dealers who know to a nicety the value of the average sale per customer per day. A good many may have an approximate idea. But it is the exact and not the approximate knowledge we have in mind.

To acquire this knowledge ought not to be difficult. From the cash register knowledge could be acquired as far as the cash sales are concerned. In the absence of a cash register a pencil and pad could be made to serve the purpose, while the books would supply the information regarding the credit sales.

Of course it would not be worth while to go to the trouble of acquiring knowledge regarding the average sale per customer unless it was to be utilized for the benefit of the business.

But why should it not be so utilized? Why, for example, should it not, after the experiment had been carried on, say for a week or a month, be made to serve as a stimulus for increasing the average sale per customer? That it could be made to serve such a purpose there can be no doubt.

The probability of the results warrants the venture.

"HIT THE TRAIL"

A real straight-from-the-shoulder talk to the listless dealer

Editor's note—We don't know who wrote the following scorching denunciation of the listless merchant. It reads like Billy Sunday stuff, but we don't think he has started to lend his energies to the salvation of retail stores as yet. Anyway, it was sent along to us by a subscriber with "Oh, Boy!" written at the top. We commend the spirit if not the language of the article.

WELL, you slab-sided lobster, so you're trying to run a store with a system of rotten bookkeeping which would be a disgrace to a Chinese chop-suey joint, are you? Why don't you pull your head out of the mud and look around you and see what intelligent men are doing? Why don't you know something about your business if you are going to try to be a business man? The fact is, there are about nine out of every ten men who are running stores, who ought to be driving a buss or acting as chiropodist in a blacksmith shop, and you may be one of them.

You may be one of those idiots who thinks that success in business means skinning your local competitor. You may be one of those shoot-mouth, mud-slinging merchants who knocks his competitor, cuts under his prices, sneaks up behind and stabs him in the back and walks across the street to avoid talking to him. Why, you miserable hyphenated apostle of Benedict Arnold and Judas Iscariot, don't you know that such a policy will get your everlasting, star-spangled goat? Isn't it possible to pound enough sense into your marble-topped skull to make you realize that you merchants in the little towns ought to be the best friends in the world? Your real competitors are not in your town at all; your competitors are the big department stores, the mail-order houses, and their ilk. Get that point, for the love of Mike, if you don't get anything else.

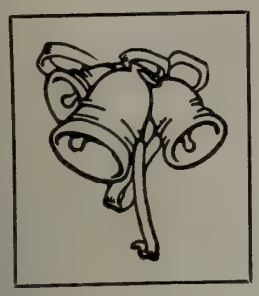
Some of you write advertisements that would make an angel weep; then you cuss the newspaper and say that advertising doesn't pay and you are going to put in trading stamps, or else you play the sucker to some slick bul-con artist who offers to take all the worry and bother of running your store off your hands if you will hand his company $398, of which he gets 75 per cent. He tells you they have a co-operative scheme which will make you rich without any effort whatever on your part. Yes, you poor fool, it's a fine thing—for the agent and for the man who sits at his roll-top desk and rakes in your dough.

Say, how about that inventory of yours? Did you take one last year? Did you? Maybe you sort of salved your conscience by taking one without carrying it out, or maybe you put in those old dead-and-buried accounts of yours at twice what they were worth in order to make a better showing. Just keep that up a few years, you heathen, and some day a frowzy, red-faced man with a tin star on his vest and some legal documents in his pocket will make you a visit.

What are you doing with your brains anyway? The Almighty gave you a stock of brains—you didn't have to buy them on thirty days, 2 per cent. off 10—and some of you don't appreciate the gift. You try to make your legs and your arms do what your brain ought to do. Make your brain work! I know some merchants whose brain, if you could see it, would look like a lousy, low-down railroad-yard bum, with a tin can on his head instead of a hat, just because it has been allowed to loaf on the job for so long that it can't work. Put your brain to work, man! Buy some good business books and read them, study them. Subscribe to some decent, well edited trade papers and read them; don't just glance at the headlines.

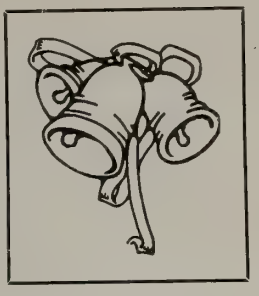
Take a brace! Don't imagine you know it all. Go home and tell your wife that the devil was about to take your business, but you've decided to reform and try to do things as they ought to be done. Hit the trail!

THE advertiser who exaggerates appeals only to that part of the public which may be classed as easy marks, and this class is not big enough to keep the salespeople very busy. It's better to advertise an article as worth a dollar and sell it at that price than it is to claim it is worth two dollars and sell it for one. Even a sucker will quickly spot the store that exaggerates in its advertising.



New Year Thoughts from the Editor's Pen

By Wm. J. Bryans



Season's Greetings to the Trade

Father Time has made another revolution in the wheel of life, and we find ourselves on the threshold of another year with the fresh hopes and aspirations that the opening of a new period always instils in us.

It is also a time for thankfulness for the many good things that have been ours during the past year. While the gods of war still grind out relentlessly their grist of pain and misery, somewhat dimming the festive sun which is usually in the ascendency at this time, we can all find much to be thankful for. And so it is well at this time that we have the spirit of gladfulness and goodwill in our hearts, and put forth every effort to cheer and brighten the lives of those around us, trusting that another year will find the horrors of warfare at an end and peace reigning supreme once more.

The Canadian Furniture World takes this opportunity of extending the season's greetings to its readers, trusting that the year 1918 will bring to each its full share of happiness and prosperity.

* * *

Furniture Dealers Have Clear Conscience

As we come to the end of another year, one is wont to pause for a moment in retrospect of the past twelve months, and size up the accomplishments of that period. It is pleasing to know that one has done well in a financial way, but such pleasure must be greatly detracted from if the gains of the year have not been secured in a perfectly upright and honest manner. It is not enough to know that one has kept within the law, for an unscrupulous person can frequently do things for which he may not be punished, but which are nevertheless crimes in every sense of the word.

There have been many crimes of this very nature during the past few years because of the unusual opportunities that war conditions have presented for those of unscrupulous character to profit at the expense of others. It is gratifying to know, however, that the furniture trade has been generally free from any attempt to take undue advantage of the consuming public.

It is quite evident that the furniture trade is free from profiteering, and there are many outstanding instances which go to show the great consideration which furniture dealers have had for the consuming public, putting forth their best efforts to lighten the burden for their customers in this time of stress, quite frequently sacrificing much in a financial way in order to do so.

But such furniture dealers will receive their reward in the satisfaction of knowing that such success as they have attained has been secured through absolutely fair and upright methods. It is a mighty pleasing thing to be able at this time to look back over the past year's work with a perfectly clear conscience.

* * *

1917 Has Been a Strenuous Year

The path of the retail merchant during the past year has not exactly been strewn with roses. He has been confronted with many difficulties that have made the conduct of business and the making of a profit a far from easy matter.

The big obstacle to the smooth conduct of business has been the lack of help. The large number of men who have joined the colors, added to those who have taken up other lines of endeavor because of the higher wages obtainable, have badly depleted the staff of the majority of stores. The situation has been relieved to some extent by the employment of ladies and young boys, but most of these required training for their work, and the dealer had to give much time to such training. In addition, the merchant has found it necessary to keep a closer check on such clerks because of their inexperience, as well as look after details that were formerly in charge of men who were trained for such work.

Advancing prices have been another big problem of the furniture trade during the past year, making it a most difficult matter for the dealer to maintain his profits, especially in the face of the fact that expenses generally have also been increasing.

Rising prices and advancing expenses make a combination that is bound to prove a big detriment to the securing of a reasonable profit, especially when they come on the top of big trends in the same direction during the previous two years. Every dealer will admit that it has been so.

One redeeming feature of the year's business has been the fact that the country has been generally prosperous, and that money has been quite free. Farmers have been getting good prices for their products, and those in industrial centres have been making good wages, and have accordingly been purchasing freely and paying up their accounts.

WINTER WINDOW SETTING

A winter setting for a window may be arranged by a snowflake pattern, made to resemble falling snowflakes. Cover the back and sides of the window with black calico, crepe paper, or paper muslin. Stick on this groundwork tiny tufts of white cotton at irregular intervals. These can be attached with heavy glue, or perhaps with pins, if necessary.

Telephone courtesy begins when the bell sounds. No matter what the message is, it should be treated courteously. Customers can easily be won or lost over the telephone.

Comment on Topics of Interest to Merchants

By W. L. EDMONDS

Money and Prices

Prices may be still on the increase. But so is the supply of money which the people of Canada have for purchasing their daily requirements. There isn't any doubt on that score. We can see signs of it on every hand.

Should, however, there be anyone who is not satisfied with signs, and demands statistics to prove assertions, all he has to do is to turn to the bank returns which are issued month by month by the Federal Department of Finance. He will there find all the facts he wants.

Take, for example, the bank returns for October, and he will there find chronicled the fact that at the end of that month the sum total of notes in circulation was nearly $190,000,000 of dollars, or over twenty-five dollars per head of population. A year ago the amount was nearly forty-five million dollars less. Liars may figure, but figures don't lie.

* * *

Another Evidence of Prosperity

But the notes in circulation is not the only evidence of the prosperity of the Canadian people. Still another kind of evidence is the amount of money on deposit in the chartered banks of the country. These, like the money in circulation, continue to pile up.

Last month they increased by $63,706,000. For a month that is a pretty good jump. Compared with a year ago they were larger by $177,321,661. All told the amount on deposit was $1,480,849,299. A gain of a little over nineteen millions will put them across the billion-and-a-half mark.

With the Victory Loan the chances are against further increases at present. They may increase, notwithstanding, for the previous domestic loans did not appear to have any appreciable effect on the sum of money on deposit.

At any rate when we are investing in domestic loans we are but merely transferring the money from one pocket to another. And the beauty about it is that by transferring the money from one pocket to another we are putting it from a place where it never earns more than three per cent., to one where the minimum of interest is 5½ per cent.

* * *

Still Adding to Wealth

While on the one hand the war is increasing the burdens of the Canadian people, a kind Providence is permitting us to steadily increase in wealth-producing power. As a matter of fact the country was never in all its history, producing wealth at the rate it has been during the past year.

Take, for example, the agricultural industry. There never was a year in all its history that it created as much wealth as it did during 1917. Four or five years ago we swelled with pride when from the crops of the country a value of half a billion dollars was produced. This year we more than doubled on that sum, substantial and all as it was at that time thought to be. The total for this year will probably run so close to a billion and a quarter of dollars, that the minus margin will be of little account.

Then, plus the agricultural industry of the Dominion, is the manufacturing industry. It has never produced on the scale it has been doing the past year. During 1915, which, as everybody knows was not a year of marked activity, the productive value of the factories of the country reached the total of $1,400,000,000. That it will be fully two billions for 1917 there can scarcely be any doubt.

The retailer who, in view of these conditions, is not encouraged to get off his coat and get out after business, must be a pessimist of the most pronounced type.

* * *

Lotus Eaters in Business

There are some people, and business men among them, who, when times are good, are inclined to join the lotus eaters; in other words, the crowd who take things easy, and drift, rather than ply the oars.

In times like these it is better to develop action than inertia. It is the summer time of business, not the winter. The fields are white unto the harvest, and he who will may reap.

The farmer does not expect his crops to come to him. He goes out and gathers them, and tucks them away in his barn.

That is what the business man should do. There is for every retailer in the country more business than he has if he will stir himself and get it. A little more effort will always land a little more business.

Business is not exactly like fishing. As every fisherman knows there are certain days that no matter how patiently and persistently he may cast his hook in inviting nooks, not a bite can be get, much more a fish. But persistent effort in business is certain to produce results.

* * *

Collection of Accounts

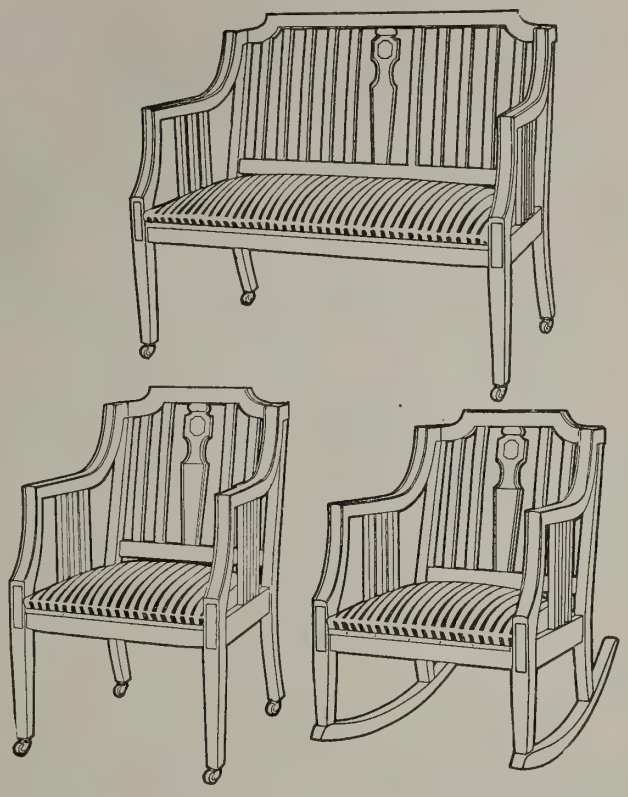
In spite of the fact that money is plentiful and business generally good, there is one thing that retailers should not at this time neglect. And that one thing is the collection of accounts.

In the first place overdue accounts, unless interest is being charged, eat up day after day, a certain proportion of the retailer's profits. But what is worse still is the possibility that if they are allowed to run on month after month, the day will arrive in some instances, when the debtor is unable to liquidate his liabilities.

There are a number of retailers who have accounts on their books long overdue, which are there, not because the debtors are unable to pay them, but simply because they prefer instead to keep their money in the bank, earning interest. These men do not pay until they are pressed to do so. This is a good time for the retailer to do the pressing. Some day, judging by the experiences of the past, he may not be able to collect, no matter how he may press. And by that time, his creditors, too, may be pressing.



Well-shaped rocker, manufactured by the Canadian Rattan Chair Co., Ltd., of Victoriaville, Que.



Living room suite manufactured by Morlock Bros. Limited, of Hanover, Ontario



No. 5001—Chinese Clippendale Buffet, made in quartered oak. From the Geo. McLagan line



New chair, manufactured by G. H. Hachborn and Co., of Kitchener

The New Year and Its Business Possibilities

With the primary and manufacturing industries of the country more than usually active, and all the trade barometers indicating prosperous conditions, the outlook is one that should impart confidence.

By WILLIAM LEWIS EDMONDS

WHILE one cannot foretell with certainty what even a day may bring forth, much more a year, yet, judging from the conditions obtaining to-day, the new year starts on its way under auspices which are on the whole of a favorable character as far as the trade and commerce of the country is concerned.

It may be true that the situation is not in every detail perfectly satisfactory. With the possibility of the war being prolonged for another year or two, and the consequent destruction of life and of capital, it could scarcely be otherwise.

Where, however, there are any doubts as to the future, they are more the effect of psycological influences rather than that of concrete fact. Because of the abnormally high prices which are obtaining, some are fearsome regarding the possibility of being caught with stock on hand which, by some sudden and unexpected turn in the market, they may be compelled to sell at a loss. That such an eventuality may develop, it would be unwise to deny. And because it is possible it is well that business men should not anticipate their requirements to the extent that they did in the years prior to the outbreak of the war. But on the other hand it would be equally unwise for them to pursue a policy that would lead to their stocks becoming ill-assorted. As a matter of fact, as every business man knows from experience, the difficulty at present is to secure all the merchandise that is actually wanted. That means, of course that stocks in the country are being maintained at a low point. That in turn means that for some time to come a surplus in the hands of either manufacturers or merchants is not probable. As long as that condition obtains, a very marked decline in prices is not likely, at any rate in the near future.

Present Basic Trade Conditions

But while it is the proper thing for business men to carefully consider the possibilities of the future it is equally proper to consider the basic conditions obtaining to-day.

That these basic conditions are of a favorable character there can be no doubt.

Take, for example, the condition of the agricultural industry of the Dominion. That being the basic industry of the country, it naturally follows that its condition largely determines the condition of trade in general.

Over a Billion in Field Crops

From the preliminary estimate of the Census Bureau at Ottawa, we learn that the field crops of the Dominion for the harvest of 1917 have an aggregate value of approximately $1,200,000,000, which is not only some three or four million dollars in excess of any previous year in the history of the Dominion, but is a gain in three years of over 100 per cent. And then it is well to take into consideration the fact that it is not merely one year, but three in succession, that the farmers of Canada have experienced big crop values. Never in the history of the country has the agricultural industry of the country enjoyed three such years of prosperity. What this means to the financial and commercial interests of the country is obvious.

Two Billion of Manufactured Goods

But it is not in the agricultural industry alone that prosperity obtains. It is the same story in regard to the manufacturing industry of the country. The productive value of the factories of the country is on a much higher scale than ever before. The total for 1917 is estimated at about two billions of dollars, which is an increase of approximately 90 per cent compared with three or four years ago. And furthermore, there is a demand for their products which as a rule exceeds their ability to supply. From this condition of affairs the wage earners, as well as the manufacturers, are beneficiaries, their income being on a much higher scale than ever before. And that, in turn, means greater purchasing power.

Fishery and Mining Industries

For the fisheries, 1917 was the most prosperous year in the history of the Dominion, the total value of the product being $39,208,378, or $3,347,670 in excess of 1916, which year previously held the record.

Figures for the mining industry have not yet been compiled, but it is expected that its productive value will be equal to that of 1916, which amounted to over $177,000,000.

A recent estimate places the aggregate productive value of the field crops, fisheries, and forests of the country at $1,500,000,000. Add to that the livestock and animal products sold, and the product of the factories, and we have a total productive value for 1917 of at least four billions of dollars.

Then still another factor to which reference has not yet been made is the shipbuilding industry. That has during the past year assumed an importance such as the country never before experienced. At present there are in course of construction in the yards on the Atlantic and Pacific coasts, and on the inland lakes, something like one hundred and forty vessels, over one hundred of which are steamers. The shipbuilding industry promises to be active for some time to come.

Good Business Barometers

The figures dealing with the railway earnings and the bank clearings are about the most reliable of trade barometers, the one indicating the volume of merchandise that is being transported, and the other the value of the business that is passing through the banks.

At the end of November the earnings of the three transcontinental railways reached the total of $232,885,639, a gain of $19,203,354 over the corresponding period of 1916.

The bank clearings up to the end of November totalled $11,542,781,705, an increase of 22.7 per cent. for the eleven months.

Still another barometer is the record of commercial failures. These have steadily declined in number throughout the year. For the month of November they were but 81 for the whole of Canada, compared with 114 the same month of 1916.

An Outstanding Feature

One of the most outstanding features in connection with the financial situation is the manner in which bank deposits have increased during the year. At the end of November the total deposits exceeded those of a year ago by the enormous sum of $251,656,520, the figures being $1,547,527,236, compared with $1,295,870,716. Including the amount on deposit in banks outside the Dominion, the sum total to the credit of the Canadian people at the end of November was $1,723,172,249 compared with $1,458,077,963 a year ago.

Exports as a Trade Factor

The export trade continues to increase. Notwithstanding the extraordinary increase of 1916, the past year has been marked by still greater. Take, by way of illustration, the trade for the twelve months ending November last. Its total in Canadian merchandise was no less than $1,529,056,110, which, compared with the preceding corresponding twelve months, was a gain of $475,215,479. As long as this state of affairs exists the various industries of the country are assured of a market for their surplus products—if they have them.

Another significant feature in connection with our export trade is to be found in the fact that since 1915 it has increased no less than three-fold.

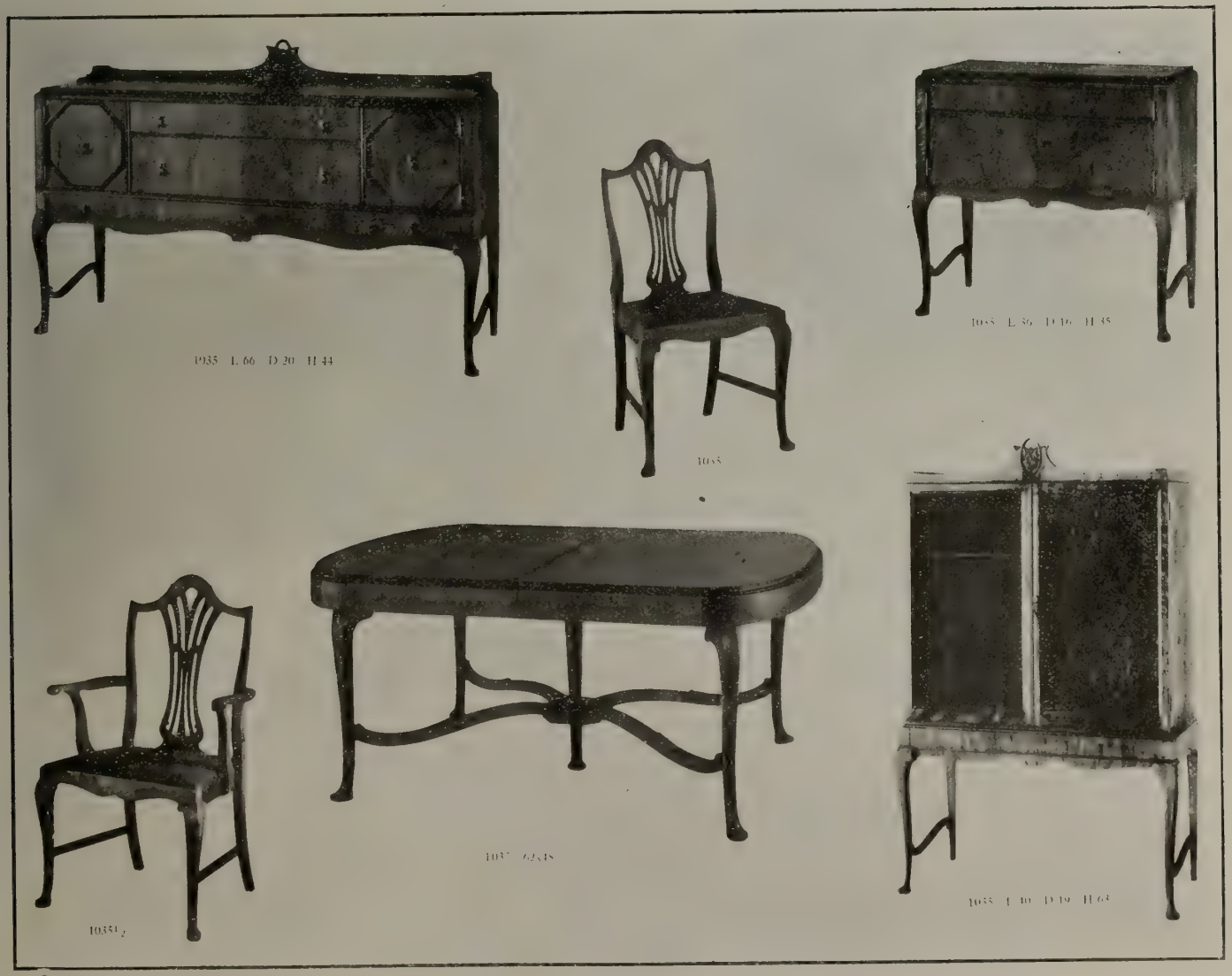
Immigration Again Increasing

One of the features in connection with the present situation which should be of particular interest to the business men of the country is the increase which is developing in immigration.

Homestead entries in the Prairie Provinces are now averaging in number about one thousand a month, while the land sales of the Canadian Pacific Railway for the ten months ending October, aggregated 543,134 acres, compared with 316,796 acres for the same period of 1915.

A Basis for Confidence

With all the industrial branches of the Dominion in the prosperous condition they are, the business men might well have confidence in the future, at least to the extent of the coming twelve months. And having confidence, to show the faith that is in them by doing all in their power to make the trade of 1918 as healthy and prosperous as possible.



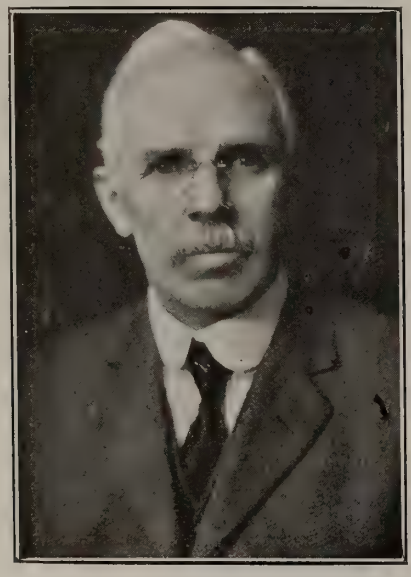
Queen Anne suite in walnut, manufactured by the Andrew Malcolm Furniture Co. Ltd., of Kincardine, Ont.

Interesting Sketch of Successful Furniture Manufacturer

Mr. George McLagan, of Stratford

EXPERTS declare that the best and most scientific method of industrial control is specialization; that a successful executive considers only the broad plans of administration, and leaves the factory details to his general manager and managers. This may and does apply on general principles, but there are exceptions to this rule, as there are exceptions to most rules, but in the case of Mr. George McLagan of Stratford it may not be an exception that proves the rule, because his case stands absolutely by itself.

It is one thing to establish a business and go ahead with the control of the financial end, and leave the workshops to capable superintendents and foremen. but it is another thing to master every detail from bench work through the mill into the designing rooms and then on into the office, yet this is what Mr. McLagan has accomplished, and to-day he is head of the George McLagan Furniture Company of Stratford, with an unusually wide business reputation, also the Stratford Chair Co., and the Meaford Mfg. Co.



MR. GEORGE MCLAGAN, of Stratford.

Twenty-eight years ago, George McLagan, a cabinet maker, started a little furniture factory in a Stratford by-street. He employed two men and worked himself. This year he has approximately 700 men working in the various plants he controls, and the business turnover of his companies is nearly $1,000,000 a year.

Such an industrial feat is not accomplished without a tremendous amount of work; the management of the financial affairs of such a big concern is a man's task. But this has been only one phase of the work taken up by Mr. McLagan. He has mastered every working detail of his organization. He is a practical cabinet-maker. He has worked at the bench. Mr. McLagan has a better working and scientific knowledge of mechanical engineering than most men giving their whole time to these professions. Then he is an expert designer of all forms and varieties of furniture, and is a thoroughly competent draftsman. He has an encyclopedic knowledge of everything that is to be known in this big industry.

Speaking to the writer recently, a friend of Mr. McLagan's declared that he (Mr. McLagan) often surprises his own mechanical experts, and even the specialists who usually come to Canada with special machines to install in the factories.

"Big concerns have sold Mr. McLagan certain machines to do a certain class of work," declared this friend, "and when he has obtained them they have not always proved exactly what he required, but he has turned round and rebuilt them to his own requirements, and often doubled the efficiency of the machines."

Untiring energy, enthusiasm in excess, close application, and a natural inclination for hard physical and mental work have meant an unusual degree of success for Mr. McLagan, as through his policy of keeping in close touch with his factory work he has been able to keep his lines fresh and up-to-date. Mr. McLagan's factory at Stratford is complete in every detail, from the power plant to the up-to-date appliances for finishing off his factory output.

Mr. McLagan has been in Stratford practically all his life. When he first organized a furniture manufacturing company he went into business with Mr. R. S. Porteous, the firm carrying the name of Porteous & McLagan. Mr. Porteous retired in 1896.

In 1900 the factory then used was destroyed by fire. A large new factory was erected, and the business continued under the name of the Geo. McLagan Furniture Company. Later he purchased and enlarged the Stratford Chair Company, and took over a controlling interest in the Meaford Manufacturing Company.

While an exceptionally busy man, Mr. McLagan has found some spare time to devote to the affairs of his native city. He has never sought prominent public office, but has always been interested in helping the best men into the offices of the people. At present he is chairman of the Stratford Parks Board, and is particularly interested in the special phases of progressive civic development. He has always been a close student, and is an unusually well-informed man.—The Toronto Globe.

FURNITURE MEN IN KITCHENER ELECTED TO MUNICIPAL OFFICE

The municipal electors in Kitchener this year were all by acclamation. A number of furniture men were elected to office. Geo. Lippert, Sen., of the Lippert Furniture Company, was elected to the Light Commission, while Geo. Lippert, Jun., of the Lippert Table Company, was among the aldermen returned. D. Hibner, of the D. Hibner Furniture Company, represents the North Ward on the Public School Board, while Chas. Ruby, who is connected with the Krug Furniture Company, was elected to the School Board for the West Ward.

KNOBS *of* NEWS

H. W. Webb, furniture dealer of Rocanville, Sask., has sold to W. A. Gabb.

F. E. Walker Co. Ltd., furniture dealers of Hamilton, Ont., are selling out.

A. P. Wilson, furniture dealer of Moosomin, Sask., has sold to George Campbell.

Baum & Brody, furniture dealers of Windsor, Ont., suffered fire loss on January 6.

Sniper A. G. Campbell, son of J. C. Campbell, of Campbell Bros., furniture dealers of Vernon, B.C., has been killed in action.

E. J. Walker of Windsor, Ont., who has been Canadian representative for Mueller Bros. of Chicago, for the past twelve years, died from appendicitis, recently.

JANUARY EXHIBITIONS WILL BE WELL WORTH ATTENDING

Ontario furniture manufacturers will follow the same plan as last year in regard to the January exhibitions, most of them conducting individual displays in their own factories or showrooms. Many new lines of furniture will be on display by the various manufacturers, and retailers will find it well worth while to make the rounds of the January exhibitions, and make a close inspection of new offerings.

The Stratford Exhibition, from January 10 to 19, promises to be well up to the standard of other years. There will be no central exhibition, but individual displays will be made in their own plants, by the following firms: Imperial Rattan Co., Farquharson-Gifford Co., Stratford Bed Co., Kindel Bed Co., Stratford Chair Co., Stratford Mfg. Co. Ltd., and the Geo. McLagan Furniture Co. Ltd.

The manufacturers of Stratford are making arrangements to look after visiting retailers in the same hospitable manner as other years. Provisions have been made for ample accommodations for all visitors. The headquarters will be at the Queens Hotel. A special committee has been appointed to look after the general entertainment of all visiting buyers, and there is no doubt but that the January Show will be fully as pleasant for visitors as that of other years. A noonday meal will be served at the Imperial Rattan Co. factory, so as to save as much time as possible for buyers.

The furniture manufacturers of Kitchener will conduct their January Exhibition along similar lines to last year, the dates being the same as the Stratford Show—January 10 to 19. Most of the firms will show at their own factories, but a number of exhibits will be made on the third floor of the Auditorium, Queen St. South.

Waterloo manufacturers will also make special displays during the Exhibition. The Snyder Bros. Upholstering Co., maintain permanent showrooms during the entire year, but will have a special display from January 10 to 19.

Toronto factories will welcome visitors during the January Exhibition, and most of them are arranging special displays in their own plants for the occasion.

The Canada Furniture Mfrs. Ltd., of Woodstock, Ont., will hold an exhibition during the entire month of January at their permanent show rooms at 136-140 King St. E., Toronto. Their show rooms are large and spacious, and retailers will have an opportunity of inspecting their fine line of furniture, under most favorable conditions.

A NEW DU PONT PRODUCTS BOOK ISSUED

Another Du Pont products book has just been issued by E. I. du Pont de Nemours & Co., and its associates, Du Pont Fabrikoid Co., Du Pont Chemical Works, The Arlington Works and Harrisons, Inc. It lists all the products of the above concerns and describes their uses as well as who uses them. It contains information in which nearly every man and home will be interested.

This large firm is constantly expanding its industrial activities along constructive lines and the information contained in the new products book is the last word, but of course it takes time to print such a book, hence if any new products were put on the market since the book was started they may not be listed, but if you are interested in anything you think Du Ponts should manufacture, write the home office at Wilmington, Del., or the nearest branch office. Should any of the mentioned products be new to you, they will be pleased to furnish you with additional information on same, or supply special literature relative to the particular product in which you are interested.



No. 71—Kitchen cabinet, manufactured by the Kuechtel Kitchen Kabinet Co., of Hanover, Ont.

STRATFORD AND KITCHENER MANUFACTURERS HELP IN HALIFAX RELIEF

As soon as the full seriousness of the Halifax disaster became evident, the Stratford Furniture Manufacturers Association met and forwarded a handsome cash donation for the relief work. This was sent through E. A. Wilson, vice-president and managing director of the Nova Scotia Furnishing Co., Halifax.

The Kitchener Furniture Manufacturers dispatched a carload of furniture and lumber to Halifax, to help the sufferers there who had had their homes and furnishings destroyed in the big disaster.

ONTARIO SPRING BED AND MATTRESS CO. RE-ORGANIZED

The trade generally will be interested in the announcement that the Ontario Spring Bed and Mattress Co., of London, has been reorganized, and is now being operated under entirely new management, whose aim it will be to give prompt shipment and high-class goods at fair prices. They will continue to manufacture a majority of the lines handled by the old company, in addition to new ones, and the company under the management of Mr. A. E. Millar should do a splendid volume of business during 1918.

NEW McLAGAN CATALOGUE

A very attractive catalogue of one hundred and sixteen pages, setting forth their wide range of furniture, has been issued by the George McLagan Furniture Company Ltd., of Stratford.

The illustrations, which are of high order, give an excellent idea of the designs of furniture comprised in the McLagan line, which contains a large range of modern period styles. The various lines treated are dining room furniture, bedroom furniture, hall furniture, music and record cabinets, piano benches, parlor tables, jardiniere stands and pedestals, card and den tables, library tables, library suites and Gunn sectional bookcases and filing devices. The foreword to the catalogue points out that the designs of all their suites originate in their own factory, thus giving the line character and distinction.

The catalogue which is well printed, on heavy coated paper, and with attractive decorations, is Catalogue No. 10.

TALKING MACHINE NOTES

The Crown Furniture Co. Ltd., 68 Crown St., Quebec, have added a talking machine department.

R. R. Garvin of Smith's Falls, is another Eastern Ontario furniture dealer to add a talking machine department.

N. J. Roadhouse, of Newmarket, Ont., has added phonographs, providing a separate department for the line.

Mr. C. B. Moore, manager of the Pathe division of R. J. Whitla & Co., reports business is exceptionally good all throughout the West, and that his principal worry at the present time is not to get new dealers, but to supply all the goods that his old dealers require.

The progress made by Messrs. R. J. Whitla & Co., in introducing the Pathe to the West is remarkable. It is only a year since they took over the jobbing rights and in that time they have opened agencies in practically every town of any importance in the West.

Mr. W. E. Townsend of the Hudson's Bay Co., was recently in Toronto and reported splendid sales of Pathephones in Vancouver. The Hudson Bay Co., are making the Pathephone their leading line, and are putting splendid selling effort behind it, which is bound to bring good results.



New brass bed, No. 1125, manufactured by The Ontario Spring Bed and Mattress Co., of London, Ont.



If We Stopped Advertising To-Morrow

IF we stopped Columbia Grafonola advertising with a bang to-morrow—

IF we should shift the gears of our selling and merchandising department from high into low—

Columbia dealers would still continue to do a mighty profitable business.

A consistent and insistent Consumer Demand for Columbia goods because of their demonstrated superiority—this is the backbone of Columbia success.

But we're NOT going to stop Columbia advertising.

Every ounce of energy and every dollar which the Columbia Graphophone Company possesses is working to make Columbia merchandise better known. Every man and woman who hears a Columbia Grafonola played is a prospect worth hundreds of dollars to some Columbia dealer.

Remember that Columbia Demand makes Dollars for Dealers.

Columbia Graphophone Company

Factory and Headquarters:

Toronto - Canada

Talking Machines in the Furniture Store

FEATURE DANCE RECORDS NOW

DURING the winter months dancing is a favorite form of amusement, and the phonograph is being used more and more as a source of music for such affairs. So, it will be found good business to feature talking machines for this purpose as well as dance records just now. The Furniture Record suggests that the dealer run a series of dance record windows. Here is one window idea that you can use. In the centre of your window build a little steep stairway, like a step ladder, covering it over with green carpeting or something of the kind. Then, on each of these steps lean a popular dance record, and at the top of the miniature stairway place a card with the caption in big type, "POPULAR NEW ONE-STEPS." Suspended on each side of this display have a number of records at different heights, to all appearances staying up of their own volition. You can do this by putting some hooks in the ceiling and hanging the records to them with strong black twine which is passed through the centre hole of the record. For your background you can have a temporary white green or any color "paper wall," on which at intervals you can paste pictures of dancing couples which you can cut from any popular magazine. Again, write personal letters to the "dancing crowd" in your town, telling them of the popular dancing records you carry, and asking them to call. Here's what I would do: I would write to ten popular girls in town and tell each of them if they would bring ten of their friends in any afternoon to hear dance records, in a body, you would present them with any 85c dance record as a reward. The publicity will pay you.

You Ought to Get More Enjoyment Out of Life

Did it ever strike you that way as you sat at home in the evening with nothing to do? Then, you ought to have a

Talking Machine

Do you realize that the world's greatest entertainers are "knocking at your door" to bring you the world's wealth of music—grand opera, musical comedy, vaudeville, popular songs, dance music, and all the rest!

Come in to-day—for fifteen minutes or half-an-hour—and just see what enjoyment can be yours at little cost and still less effort.

Complete Stock of Records.

Johnson's Furniture Store 10 MAIN STREET

Suggestive copy for talking machine advertisement by furniture dealer.

GETTING THE PHONOGRAPH HABIT

"Within the last few years," said a furniture dealer, "there has been an overflow, so to speak, of the smaller and cheaper varieties of talking machines on the market. One would think that the appeal of the low-priced machine, the $10, $15, or $25 model would make a hit with a lot of folks whose purses are not overflowing, but contrary to this idea, the big majority of buyers go in for the better class of machines—the machines retailing from $50 to $100 and up to $200. But the smaller and cheaper machines accomplish a good purpose in that they get people into the phonograph habit, and once they have become accustomed to having a machine in the house they want something better, something like the neighbors have. Therefore, a sale of the higher-priced machine is easily made to a family of this kind. It is the same as when a man buys a "flivver" or a second-hand small automobile. Once his family has the automobile habit, nothing can stop them from getting something a little or considerably better the next time. Such buyers have the progressive habit, and they do the same with talking machines. As an instance of this, we sold a number of the small, cheap variety of machines last year to folks going on camping and outing expeditions; little machines that could be placed in the stern of a canoe, or carried around with the rest of the camping kit, and when these folks got back from their vacations they had acquired the talking machine habit and were ready to buy something better and more stylish.

EDUCATIONAL VALUE OF TALKING MACHINE

The phonograph has to a large extent minimized much of the horror of being "entertained" by a "child musician," who used to be forced on visitors every time the family had a gathering, and is doing great educative work in teaching even the poorest families what good music really is, and accustoming them to the sound of classical melodies. Costing but a fraction of what a good piano would, and offering endless variety in records and selections it makes a special appeal to the workman and his family. The "tinpanny" second hand pianos and the rag-time melodies so much in vogue a few years ago are gradually being displaced by the harmonious sounds from the phonographs. This is also an argument that can be put up to the family which is undecided as to whether to let a rebellious youngster, who has no talent for piano music, anyway, be forced to take lessons, or the simpler way of providing the music of masters by means of the talking machine.

AEOLIAN-VOCALION REFINEMENTS

—No Phonograph Without them is Modern



Extraordinary New Sound Box

Long experiment developed the new patented Vocalion sound-box. It has such high sensitivity, such correctly proportioned ampleness, that the tone of the Vocalion is natural always.

And the Vocalion plays all records without the bother and fuss of any extra attachment or "reproducer."

Unusual Beauty of Design

A rare simplicity, almost classic, distinguishes the Aeolian-Vocalion.

The resulting beauty is at once so dignified and delightful, so charmingly correct, as to bring to mind Keat's haunting lines on a Grecian Urn.

The Vocalions with "period" characteristics are not only perfect phonographs, but are notably fine pieces of furniture.





Throat-Like Tone Control

Just as the changes in the human voice are effected at the throat, so does the Graduola modulate the tone of the selection at its base—its tone control is effected before the sound is amplified. Of all phonographs the Vocalion is, therefore, the only one that allows modification of sound volume while retaining all the sound quality.

Permits Personal Interpretation

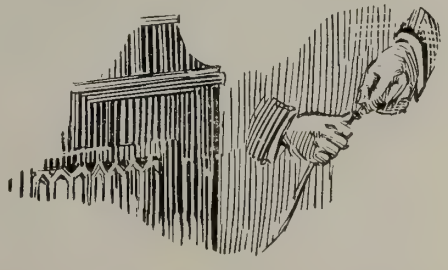
With the Vocalion, the artist soul of everyone can find expression—by means of the Graduola. Adding color to the tones at will with every change of mood or fancy, shading, slurring, varying the effect as does the musician in succeeding performances, you find a strangely satisfying and lasting fascination. You really **play** the record, instead of standing idly by as it plays itself.

This privilege of interpretation is possible in no other phonograph. The Graduola expression-device is the supreme refinement that perfects the phonograph and makes the Vocalion a real musical instrument instead of simply a talking machine.

DEALERS AND PROSPECTIVE PHONOGRAPH PURCHASERS, see the Aeolian-Vocalion as an enormous advance over the older-type phonographs.

Then, too, Vocalion dealers are backed up by remarkable advertising extending over the length and breadth of the continent. This is another big argument in favor of the Aeolian-Vocalion, from the dealer's standpoint.

If the Aeolian-Vocalion is not represented in your territory, we would be pleased to have you write us.



The AEOLIAN-VOCALION

Sole Canadian Distributors:

NORDHEIMER PIANO & MUSIC CO., LIMITED

TORONTO

Advertising Whole Department by Drive on One Record

Is frequently a possibility for the dealer who uses a little originality — Some instances of the fact.

A GOOD many furniture dealers advertise their talking machines and records in too general a way. They talk in generalities and accordingly do not drive home any one certain point that is liable to influence probable customers. They should recognize the value of making a drive on one point, just as the Allies recognize the advantage of making a drive on one point in the battle line as a means of making a general gain.

A Sample Window Display

And so, it will be found that the featuring of one particular record in an outstanding manner, will have a general value in advertising the whole department. Such was true with the window display of "Livery-Stable Blues," which we reproduce here from the Chicago Furniture Journal. The trimmer who arranged the display said in regard to it: "The name gave me the suggestion for this display, and it proved a big advertisement for the talking machine department. This window had a color scheme too, light tan and brown, "the straw on the floor harmonizing with the background." The painting in the centre was done in bright water colors and looked very realistic. The wide panels on each side of the scene were made of wall board edged with a lattice strip. The horse heads were painted a buff color and were fastened onto a board painted black. The framework of the two lanterns were painted black and the globe in each one was bright blue. Old burlap was used to cover the balance of the wall space. The show card in the centre of the window, I painted to match the background. On the other circle card was painted a sketch of a real 'Jazz Band' in action."

Another Record Which Gives Opportunity

No matter what brand of records the dealer uses, there are always some new ones coming out that can be featured in a similar original manner that will attract the attention of those passing the store and bring the department into prominence. For instance, take the dealer who handles Pathe records. The title of a recent record was "Never Forget to Write Home." It would be quite easy to fix up an appropriate setting to illustrate this record, either showing the boy far from home in the act of writing to the old folks, or the reverse—the old folks at home waiting patiently for the postman to bring them a letter from their boy.

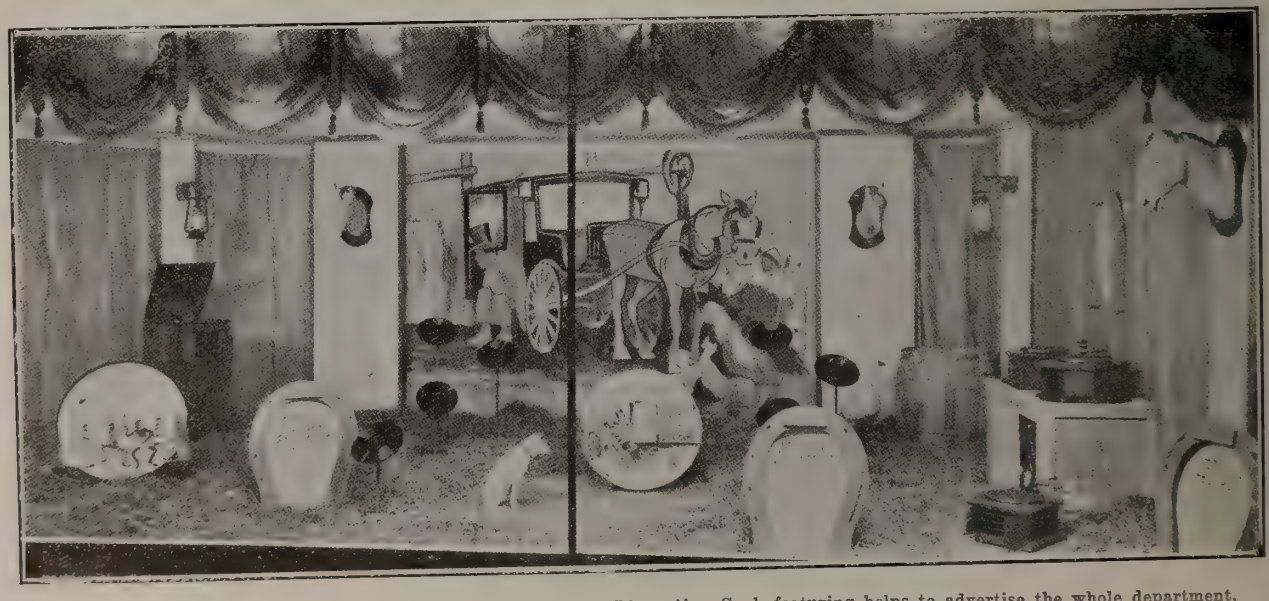
"Break o' Morn" Setting

As another example of appropriate settings to advertise records, the Columbia Company issued a record before Christmas entitled, "While Shepherds Watched." For this purpose, the Nativity scene could have been used, with its stable, scenery of the town of Bethlehem, and the sloping hillside pastures, where the shepherds were "tending their flocks." This could have been made a very compelling window to advertise this record, or a group of Christmas records. As a more seasonable suggestion for the present month, the Columbia record "Break o' Morn," might be featured by a window showing the sun coming up on a winter morning.

To Boost "Huckleberry Finn" Record

And so we might continue with any number of illustrations. A soldier boy marching away, or saying good-bye, might be used in connection with the Lyric record, "I May be Gone for a Long, Long Time," or the Brunswick record "Huckleberry Finn," might be featured by a scene showing a country boy such as Mark Twain depicted, fishing in a lazy stream.

There are numerous records that could be illustrated in an equally impressive manner, that would catch the attention of the public, draw comments from them, and advertise the record, the talking machine department, and the store. Get busy and use a little originality to boost your business in this way.



Special window display, featuring one record, "Livery Stable Blues." Such featuring helps to advertise the whole department.

Reg. Ag. Dept.—Copyright.



Alert Furniture Dealers and Other Merchants

who have been anxiously waiting an opportunity to become exclusive dealers in "His Master's Voice" products are likely soon to be successful.

Get in touch with some distributor mentioned on the other side of this sheet, as they are now prepared to take on a few high-class dealers in unoccupied territory—but act quickly.

BERLINER GRAM-O-PHONE COMPANY, Limited

HEAD OFFICE AND FACTORY

MONTREAL

The Famous Victrola

Victor Records



HIS MASTER'S VOICE PRODUCTS

are Wholesaled by the Following Firms

ONTARIO:
His Master's Voice, Limited,
208 Adelaide St. W.,
Toronto, Ont.

QUEBEC PROVINCE:
Berliner Gram-o-phone Company,
Limited,
Montreal, Que.

BRITISH COLUMBIA:
Walter F. Evans, Limited,
Vancouver, B.C.

MANITOBA:
SASKATCHEWAN (East)
Western Gramophone Co.,
122 Lombard St.,
Winnipeg, Man.

ALBERTA:
SASKATCHEWAN (West)
Western Gramophone Co,
Northern-Electric Building,
Calgary, Alta.

NEW BRUNSWICK:
NOVA SCOTIA:
PRINCE EDWARD ISLAND:
J. & A. McMillan,
St. John, N. B.



BERLINER GRAM-O-PHONE COMPANY, Limited
HEAD OFFICE AND FACTORY
MONTREAL

Suggestions for the Talking Machine Department

By A Staff Editor

THIS is undoubtedly a most logical time for going strongly after sales in talking machines. These long winter evenings bring home to those who have not a machine, the desirability of possessing one, that time spent indoors may be pleasurably whiled away. This is the time to drive home the point by emphasizing by various means the entertainment that a talking machine will provide. Besides, at this time, dancing is much indulged in, and the talking machine as a provider of music for dancing, is now prominently to the front. For these reasons, feature talking machines strongly at this time.

NOW IS THE TIME TO FALL IN LINE

IF you are not already handling them, now is the time to fall in line with the rest of the furniture dealers who are conducting talking machine departments, and with great success. It has been found that almost universal success has followed the furniture dealers who handle talking machines and records in an energetic manner.

Listen to the statement of one manufacturer on just this point. He says:

"I have seldom known of a case where the profits of such a line did not pay the retailer's rent and net him a comfortable margin besides, and the few cases where it did not, were due to local conditions, which were beyond the power of any piece of merchandise to remedy. I know of case after case where furniture stores have made a net profit of from $1,000 to $5,000 a year on such a line alone, not figuring on the extra patronage brought into the store, resulting in increased buying in other lines. And the record business is a wonderfully steady one. Unlike a single sale of some article of furniture, the sale of a phonograph means a steady sale afterwards, of records, and the retailer's profits on records are large."

So, if you are not already handling talking machines, get in line with the rest of the dealers who are making a good profit from them.

ADVERTISING OF MACHINES

THE dealers who are securing the best results from their talking machine departments are those who are giving them liberal publicity. There are good reasons why this department should be extensively advertised. In the first place, a good deal of publicity has been given to various makes of machines, so that the dealer who wishes to get a place in the limelight for his machine, must use such methods to bring it to the attention of the public. In the second place, to make a department real successful it is necessary to draw purchasers outside of the range of customers who ordinarily visit or pass your store. Newspaper advertising allows you to reach out and interest such customers. Then again, many of the decisions to buy are made by customers in the quiet of their own home. When time is inclined to hang heavily on their hands is the time when they realize what a machine in their home would mean to help while away time in a highly entertaining manner. Your advertisement brought to their attention at that critical moment is likely to be productive of good results—go a long way towards making a sale anyway.

The big furniture firms are finding it desirable to give big space in their advertising to the exploitation of the talking machine department. In getting a department started and spurting up sales at any time, it pays to use advertising space liberally.

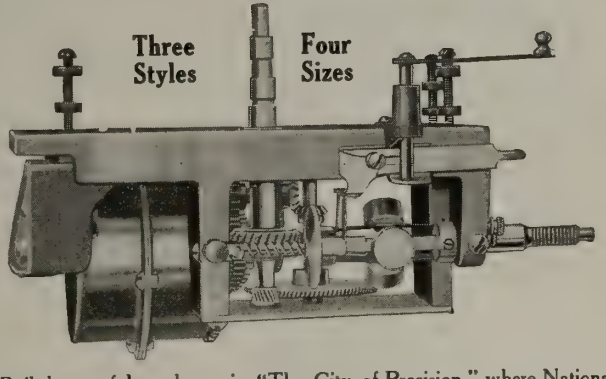
TALKING MACHINE AS A PIECE OF FURNITURE

THE furniture dealer has a better opportunity than any other handler of talking machines to play up the talking machine as a piece of furniture as well as a source of entertainment. The fact that he handles furniture gives him more of a license to emphasize this feature, and customers are more likely to be impressed by his views on the matter. There is no doubt about most of the talking machines of to-day adding materially to the appearance of a room, and the period designs that are now being manufactured by many companies allow the dealer to offer to customers something to match any design of furniture that they may have.

Full advantage should be taken of this selling point in making sales. Also, when customers are selecting furniture for a room, the salesman should not fail to draw attention to the combined decoration and entertainment features of a talking machine.

While R. W. Burgess of the Pathe Company was on his western trip, he opened up a great many valuable accounts, including Cross, Goulding & Skinner, Furnishers, Limited, of Winnipeg, and Campbell & Campbell of Brandon.

DAYTON MOTORS



Built by careful workmen in "The City of Precision," where National Cash Registers, Delco Starters, Wright Airplanes, and hundreds of other delicate products have developed wonderfully skilled men.

The Dayton Motor—Best in the World

It has made good in thousands of machines. You will gain reputation and re-orders if you equip your Talking Machines with it, and you will have no motor troubles. Don't take chances on other makes when the Dayton means satisfaction.

We also make the famous Dayton Tone Arms and Dayton Sound Boxes. Write to-day for complete information.

MHM DAYTON MOTOR

The Thomas Mfg. Co.

Dayton Motors, Dayton Tone Arms, Dayton Sound Boxes

328 Bolt Street DAYTON, OHIO

Toronto Office: 911 Kent Bldg. Telephone, Main 2220

A Score of Suggestions for the Talking Machine Department

A variety of practical hints put in short form that will help the dealer to boost business.

By THE SCRIBE

When you have a record of a popular song, why not paste a copy of the song on the window glass, and connect it up with the record by a ribbon?

* * *

To draw attention to the various attachments of importance on your talking machine, paste cards pointing out these features on the window glass (at each side) and have a ribbon connecting up each card with the attachment on the machine.

* * *

"A little bit of heaven on these cold nights—a comfy chair before the fireplace and a good talking machine." This might be used as a show card and might be driven home by an actual scene of the above nature.

* * *

After people have purchased a machine, keep them interested in new records. Drop them a card once in a while, telling them of some special record that you have just put in stock. Invite them to come to the store to hear it without any obligation to buy.

* * *

Make an attempt to popularize talking machine records for birthday gifts. The mere suggestion made by a card in the window or interior will frequently bear fruit. Try it out for a couple of months and see if you don't get some results.

* * *

In making window displays of talking machines, show them in an attractive home setting. A big talking point is that they help to kindle the home spirit. It is also a good way to bring out the fact that a machine is a piece of furniture as well as a source of entertainment.

* * *

A window display with a revolving fixture as a central feature can be arranged out of an old bicycle wheel. Vanes of cardboard are interwoven in the spokes of the wheel, and an electric fan used to revolve it.

* * *

When you close the store at night, wheel a talking machine into place behind the door glass. Use a show card on it and finish it up with "Come in to-morrow and hear this machine."

* * *

When arranging a window display, get out on the sidewalk during the building of it and have a look at it from the point the customer will view it. It is also a good plan to stand in front of the window before commencing, and picture to yourself how you are going to arrange it. This frequently is of immense advantage.

* * *

The fact that friends own a machine has a big influence on prospective customers. Make use of this factor. Use a show card reading "Count the number of your friends who have a talking machine. Now, don't you think you should have one?"

Have you ever considered the use of slates for show card purposes in your window displays of talking machines and records? Plenty of show cards are needed, and where the dealer is not adept with the brush, slates on which messages are written with chalk work fairly well. Being out-of-the-ordinary makes them valuable occasionally, at least.

* * *

The dealer in the country town has a special opportunity to interest farmers and their wives during the cold weather. Invite them in your advertising to make your store a place to warm themselves before and after their long cold drives. Tell them to make your warm recital parlors their headquarters, without any obligation to buy.

* * *

Why not use an indirect method of getting customers interested in talking machines? Fit up a rest room in your store for the convenience of customers and play it up strong. Then, make it a point to have a talking machine in the rest room with a competent person to operate it for customers. Get the point?

* * *

An electric bell, set so that the hammer will just strike the window glass when it is in operation, can be used to create a constant tapping on the window and attract attention. The expense is small, and where the idea has never been used before, should attract a good deal of interest, if the bell is concealed.

* * *

Inspect machines on arrival to make certain that they are in proper working order. Be sure a machine is in the best of condition before using it for demonstrating purposes and before sending it out to a customer. Remember that a drop of oil in time saves much trouble, and impress the same fact on all purchasers of machines.

* * *

Some provision should be made by the dealer, no matter how small his talking machine department may be, for some privacy for customers in listening to machines. It is good business to make such arrangements, because records may be heard to better advantage, and there is no other attraction to divert attention from the matter in hand. Sound-proof compartments are desirable where possible.

FUNDAMENTALS IN ADVERTISING

To my mind there are only three fundamental principles in advertising; namely, be honest, be sensible, be persistent. I say be honest, because every advertiser should remember that advertising doesn't create value, it merely tells of it. The value has to be in the article itself. I say to be sensible because the majority of people who read copy are endowed with good common sense. I say to be persistent because you have to keep everlastingly at it. People soon forget, and unless we keep persistently at advertising we had better not begin at all.—Hugh Chalmers.

The Pathe  Pathephone

The Pathe Pathephone is the final word in phonographs, and it possesses a dozen selling arguments that make it an easy selling proposition for furniture dealers.

A Few of Pathephone Features

It has the sweetest tone. It has by far the most artistic effect of any musical instrument, and gives the most natural sound reproduction. It plays all makes of disc records perfectly. Uses a genuine round, highly polished, permanent Sapphire Ball when playing Pathe Discs. This Pathe Sapphire never wears out and does not scratch or injure the surface of the record as needles do. Fitted with an all-wood sound chamber, thus amplifying music in the fullest manner. We can supply one of the most complete and superior record repertory in the world, comprising selections recorded in every musical centre. The Pathe Discs are all double faced, including all operatic selections. The Pathe has a perfect Tone-Control device for expression and volume.

Secure the Pathe Agency now and reap your share of the talking machine business which will come from our big consumer advertising campaign.

Write for our Furniture Dealer's proposition.

Pathe Pathephones

Range from $40.00 to $300.00

Pathé Frères Phonograph Co. of Canada, Limited



MODEL No. 220
(Queen Anne)
Mahogany or Black Walnut
Retail Price, $220

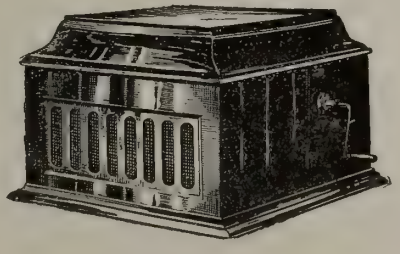
Factory and Head Office:

4-6-8 Clifford Street, TORONTO
CANADA

Western Distributors:
R. J. Whitla & Co., Winnipeg, Man.

Maritime Province Distributors:
H. L. Hewson & Son, Limited
Amherst, N.S.

C. W. Lindsay, Limited, Montreal.



MODEL No. 45
Finished in Mahogany or
Fumed Oak
Retail Price, $45



MODEL No. 350
(Louis XVI)
Mahogany (Ivory, Old Gold to special order)
Retail Price, $350

Sales Talk of Furniture Dealer at Phonograph Recital

E. A. Wilson, vice-president of the Nova Scotia Furniture Co., of Halifax, gave a sales talk to people who attended recital.

RECITALS have been found a most valuable means of interesting customers, both in talking machines and records. Many dealers are, however, rather in a quandary as to how to work some effective selling talk in during the course of the recital. Some hints on this will be secured from the selling talk given by E. A. Wilson, vice-president of the Nova Scotia Furnishing Co., of Halifax, at a recent recital and which we reproduce herewith. Though this company handle Pathe goods, the selling talk will prove of value to handlers of all makes of talking machines.

It affords me a great deal of pleasure to have the privilege of introducing to you to-night the latest achievement in sound reproducing instruments. Possibly not many of you have ever given a thought as to the wonder and mystery of sound reproduction by a machine such as we have before us to-night.

Sound waves are very similar to water waves. If you throw a stone in the centre of a calm pool of water, waves will immediately start from the splash, and form circles, and if not obstructed will go on smoothly until they reach the shore on all sides, but if a stake or other obstruction should be in the way, these waves are broken, become choppy, and go on in disorder.

It is exactly the same with the talking machine. If you have a machine that reproduces the sound as originally recorded without any interruptions, you get a pleasing effect, but if you hear a grating, or rough uneven tone, that spoils the reproduction.

There is no machine invented yet that will absolutely do away with the surface noise, but Pathe Freres have been struggling over this matter for a number of years, and they have at last got the nearest approach to a natural reproduction that has yet been produced. The instruments we have here are the result of their latest study. The patent rights have been bought by a company of capitalists for Canada. Their factory is in Toronto. The records and machines are all made there, so you have before you to-night the very latest production of a French invention, but made in Canada, by Canadians, for Canadians.

Now, I am not going to take up any more of your time than that in describing the machines, and we will at once start with our program, containing illustrations of the different instruments, bands and vocal numbers. I will also later on demonstrate how the Pathe records can be played on other machines, and other records on the Pathe. The first number will be a march, played by the Pathe Military Band.

An important feature in connection with the Pathe that I want to call your attention to is the sapphire ball which is used on Pathe records instead of a sharp-pointed needle. (There follows a presentation of the merits of the sapphire ball for the purposes of sound reproduction.) The Pathe record is made on the hill and dale principle, going up and down over the record instead of a side to side movement as the steel needle. Also being round, it fits every part of the groove, thus reproducing every tone recorded, giving every instrument in a large band; and to illustrate this I will play a record that nearly all record makers have featured, and if you have heard it on other machines, note how the Pathe renders it. The 1812 Overture played by the Pathe Military Band.

For some rooms the Pathe machine with the full tone needle which I have been playing will be too heavy, and there are some records that are very much nicer played with the soft needle, anyway, the next demonstration will be on this machine with the Pathe half tone needle; the record, which is a very soft tone, will be the Rosary, Cornet Solo, a record that everybody is familiar with, and I would like you to note how natural, soft and restful this record is.

The next number will be one of the latest popular songs, "I May Be Gone for a Long, Long Time," a patriotic song.

The next number is a duet by two of the Pathe grand opera singers, Agnus-Dei. Note the beautiful blending of these two voices.

The next number is one of those popular Hawaiian records, and of course you know this is not a loud record to begin with. This is a very high ceiling here, and it would sound very different in a room. I am going to play a soft record with a soft needle to show the elimination of the scratch, and perfect tone quality.

One of the latest machines the Pathe people have put out is an electric machine, that is, it has batteries which are all contained in the machine; you do not have any plug to attach, and you can play it anywhere. The next number will be played on this Louis XVI. one of the latest designs. This will be a patriotic song, "Good-bye Broadway, Hello France."

With none of the Pathe machines do you have to change the needle. With this machine you never have to change the needle nor wind the machine; all you have to do is put the record on and let it go. This number will be a duet from Iolanthe.

Another feature about Pathe machines is the tone modulator. Sometimes you might like to sit down quietly and hear a record, all the beauty of it, with less volume; with this arrangement you can have that just as you wish it. Note the changes as I manipulate the tone control.

Pathe machines will play any other record that is made, and play it perfectly. (Then follows a demonstration of the Pathe playing Victor, Columbia and Edison records.)

I now want to call your attention to perhaps what you have noticed, the resonance that the sound chamber gives. This is all wood—there is no metal parts; any metal about the machine gives it a tinpanny sound; but this is all wood, and you get the depth of tone and brilliancy as well. Some machines give depth of tone but no brilliancy? Brilliancy is an important feature. depth of tone is an important feature to many people also—in this we have both.

The next demonstration is for owners of Victor, Columbia or other machines to show how Pathe records can be played on any one. I am going to play a little

waltz to show you how the Pathe will play on either one of the other machines.

The next demonstration is a 'cello solo, "Drink To Me Only With Thine Eyes," with orchestral accompaniment; this will be played with the regular needle.

Another feature I want to call your attention to in Pathe records. When a record starts first, you will sometimes hear a little blurt; the groove is very fine, and in pressing the record sometimes a little grit gets into it. The sapphire needle polishes the groove, and after playing a few times this will wear off.

The next number, which we will play with the soft needle, will give you a demonstration that perhaps will be a little different to any you have heard previously, as most of you know the piano has been one of the most difficult instruments to record with any degree of satisfaction. The tones of the piano are such that you cannot get any great volume anyway. But I have a record here, which is for clarionet and piano, and I want you to notice the effect you get with the piano from the Pathe tone chamber, the resonance, ring and beauty. Of course, if I played it with the loud needle, you get it very much stronger, but I want to play it with the soft needle to get it down as fine as possible, and show you how these records play with very little surface scratch and yet give true quality and tone.

The next will be to demonstrate a tenor voice, a solo that most of you I think are probably familiar with, "Thora," by Jos. Chambers.

This number will be an instrumental record by the Pathe Orchestra, "Home Sweet Home," as played in all countries. And in closing, I would just like to say that if any of you present this evening would like to visit our talking machine department any day, we will be pleased to play any records you might like to hear. We have a pretty representative stock of all records that are issued. We are always glad to have anyone come in, whether wishing to purchase or just to hear a little good music as played by the Pathephone. Our talking machine department is on the third floor; just walk in and say you want to hear some records. We want to show you what beautiful records and what fine running machines Pathe have. We have a number of catalogues, and if any of you are interested, they will be handed to you as you pass out.

It is our intention to put these recitals on occasionally, possibly when we get new records each month. We will be announcing further recitals along similar lines. We will announce them in the papers, and will be very pleased to have all, or any of you, come in and hear the records.

THOMAS MFG. CO., OPEN CANADIAN SALES OFFICE

To handle properly the large and rapidly increasing volume of Canadian orders for the Dayton Trio of Quality—Dayton Motors, Tone Arms and Reproducers—The Thomas Manufacturing Company of Dayton, Ohio, has opened a Canadian Sales Office in Suite No. 911, The Kent Bldg., corner of Richmond and Yonge Sts., Toronto. Telephone, Main 2220.

For some months past the Canadian trade has been served by Messrs. P. K. Wood and F. J. Foley, direct factory representatives, and under the new arrangement these gentlemen will be much better able to meet the demands for quick service.

Mr. Wood is well and favorably known to the phonograph trade throughout Canada; Mr. Foley is more of a stranger, but has already formed a large list of acquaintances who appreciate his earnest endeavor to supply the information and service which this business demands.

A permanent display of Dayton Phono parts will be maintained at the above address, for the convenient examination by the trade.

BRUNSWICK PHONOGRAPHS MADE BY OLD ESTABLISHED COMPANY

In contemplating the development of the phonograph industry in recent years, it is interesting to note that the Brunswick Balke Collander Co. of Canada, Ltd., are now making a phonograph of their very own. This company, which is a fifteen million dollar concern, has no less than nine factories on the Continent of North America, with branches in all parts of the civilized world.

Since their establishment 78 years ago, they have built up a wonderful reputation for the manufacture of the very finest class of cabinet work. As everyone knows, the manufacture of billiard tables requires the most expert woodwork, and it was in this department of woodworking that the company laid the foundations of its reputation.

Besides the advantage of their enormous capitalization, they have the additional advantage of owning their own timber limits and sawmills, so that their source of raw material of every grade is practically inexhaustible.

Until recently, the company manufactured phonograph cabinets for many well-known makes, but they are now manufacturing a phonograph of their own called the Brunswick. In this machine they have frankly adopted every improvement that really makes for phonograph efficiency and have eliminated every unnecessary feature that would add to cost without securing any additional benefit to the phonograph owner.

The Brunswick has the distinction of being able to play any and every known make of disc record, and it will play those records to perfection. This is due to the sound box which is adaptable to some makes of record that require a special needle. The exquisite tonal qualities of the Brunswick is accomplished by the sound chamber, which, like a violin, is built entirely of white holly and spruce, resulting in complete freedom from all metallic sounds and harshness.

The Brunswick Balke Collander Company also manufacture the celebrated Brunswick Records, which comprise a wide and varied range of the choicest musical talent. Their advertisement appears elsewhere in this issue.

The Musical Merchandise Sales Co. control the distribution of this versatile instrument for the whole of Canada.

SELLING TO FOREIGNERS

A successful dealer, living in a section of the city peopled largely by Italians, has found it a good plan to secure a number of selections in Italian, and by judiciously supplying a member of this nationality with songs in his native tongue, as well as with Italian melodies, soon had an excellent demand for both machines and records from others of the same nationality in his neighborhood. The idea is one that other dealers with many foreign patrons might utilize to advantage.

Have Simple, Efficient Bookkeeping System in Your Store

A good bookkeeping system is essential to the dealer who would guard against loss and keep a close tab on progress of his business

By A STAFF EDITOR

THE dealer who desires to get the maximum amount of profit out of the business transacted must make certain that he has a good bookkeeping system. The story is told of a dealer whose whole bookkeeping equipment consisted of two books and his pants pockets. The sales slips of purchasers were put on one file and the invoices of wholesalers on the other. His pocket served as the connecting link between the two. At the end of the week he would take the slips off the customers' file and make out customers' accounts—or as many as he could find time for, as there was frequently much mixing up of slips and confusion and delay and all the other troubles that one would expect to go along with such a system, or rather lack of system. There were many complaints from customers regarding mistakes, and because of a lack of a proper system the dealer had to give customers the benefit of any doubt, with consequent loss to himself.

While there are few dealers to-day who have a bookkeeping system as bad as this, there are many that are almost as unsatisfactory and productive of as much loss. This is especially deplorable in view of the fact that there are such excellent bookkeeping systems on the market to-day that give the dealer good service with little labor and at small expense. There was some excuse in the old days when sales had to be entered in a day book and later transferred to the customer's account in the ledger, and a statement for the customer copied off at the end of each week or month. Those were the days that meant long hours of office work for the dealer or his office assistant. The dealer to-day would be foolish to keep to such a plan because of the simple labor-saving devices that are obtainable at small cost. For instance, the loose leaf system of bookkeeping eliminates the work of making out weekly or monthly accounts, items from the day book being transferred to a loose leaf account in duplicate, one sheet of which can be given to the customer at the end of the week or month, removing the necessity of making out a bill.

Account Register Gives Efficient Service

Bookkeeping can be further simplified by the use of an account register, which allows customers' accounts to be kept with one writing and always up to date, and the amount of the account to date is brought forward each time a sales slip is made out. Thus the customer gets an up-to-the-minute statement with each purchase, eliminating disputes that are liable to occur when accounts are allowed to run for some time without being made out. A statement to date with each purchase also helps materially in the collection of money due and the prevention of bad accounts, and also eliminates the work of making out a long list of accounts at the end of the week or month. The account register also cuts down office expense and allows the dealer to give his time and attention to work that will mean increased sales and profits for the store.

Make Certain all Goods are Charged

Poor bookkeeping systems also result in various small leaks that claim a goodly proportion of the profits. An outstanding example is neglect to charge goods, a leak that eats up a good deal of profit in many stores. A woman comes in and makes a purchase that is to be charged, and before the dealer has time to charge it another customer comes in and he waits on her. He forgets to make the charge to the previous customer, and that means a serious loss, for he not only loses the profit on that sale, but he must sell a good deal more goods to make up for the loss of the goods. There should be a cast iron rule in every store that each charge has to be entered before another customer is served. The practice of having customers wait for their sales slip will lessen the chance of neglecting this and also cause the customer waiting to be less impatient at the delay, for while the previous customer is before you the waiting customer cannot expect to claim your attention.

Keep Track of Sales and Expenses

The retailer's bookkeeping should include a system for keeping track of both sales and expenses, for without this he can never figure his selling prices with any degree of accuracy. He should know exactly what it costs him to do business, and everything that is an expense should be included. Too many dealers do not include enough in their expense account, and so they do not have an accurate knowledge of cost of doing business, with the result that they do not make as much money as they think they are making. The sundry items should not be forgotten. The dealer who wishes to know his actual total cost of doing business must give attention to the incidentals, and he does not want to forget his own salary (what he would pay a manager), nor rent for his building, even if he owns it, equal in amount to what he would have to pay if he did not own it.

Figuring Selling Price of Goods

With the total amount of his expenses and a knowledge of total sales, the dealer can find out his average cost of doing business. From this he is able to figure what gross profit he must make on sales in order to make the business profitable. If he finds that his cost of doing business is, say 19 per cent., and he wishes to make 6 per cent. profit he must make 25 per cent. profit on sales. It should be borne in mind that percentage of profit on sales is vastly different from percentage on cost. For instance, to make 25 per cent. on sales, it is necessary to add 33 1/3 to cost of goods. In figuring selling price this should not be forgotten.

Every dealer should give serious thought to the simplicity and efficiency of his bookkeeping and office methods. It is a part of the business that needs close attention.

FREE INTERPRETATION AGAIN

Little Paul—Daddy, did Moses have indigestion like you have?

Daddy (in amazement)—I don't know, child! Why do you ask?

Little Paul—Well, it says in the lesson that the Lord gave Moses two tablets!

Why Some Retailers Don't Make More Money

An important retail question as seen by a traveller—Points out many leaks that eat away the profits of scores of stores.

By W. STRINGER

I'm not a literary man although my name is Stringer, which you all probably recognize as the appellation of the celebrated Canadian writer, but nevertheless I may be able to give readers a few hints on why a good many retailers don't make more money. I suppose that some readers will be wondering what license I have to hand out advice to retail dealers, so I will present my credentials as it were by stating that I am a traveller and by my constant contact with merchants have ample opportunity to study their methods, good and bad. I regret to say that I find not a few in the latter class, but want to state that they are mostly those fellows who go through the motions of being a merchant, but give too little attention to the science of being a business man. I refer to the dealer who does not know what it costs him to do business, what departments are or are not paying, whether his selling price is in keeping with the cost of the goods, what his stock runs, what progress he is making or how he stands. A man like this may seem altogether too unbusinesslike to have a store of his own, but there are many possessing one or more of these features of a bad business man.

A Dealer Who Didn't Take Stock

A dealer who has been in business seven years told me the other day that he has never taken stock since he opened up. I went after him strongly for this negligence and he came back at me with, "What's the use. I have a pretty good idea what my stock is worth and as long as I am doing all right I don't feel like bothering with the work."

I told this fellow some pretty plain things even at the chance of losing his trade, but I think now that he is glad that I did. He thought he was doing all right because he was selling a lot of goods, but I knew that he was not making the money he should on his turnover or he wouldn't be turning back our drafts as often as he does. This fact did not become evident to him however, because he never took stock to find out just what progress he was or was not making. If he had made a financial statement out at the end of each year he would have found out long ago that there was something wrong. I don't know myself what is wrong but if he sees the small amount that he is making each year in cold figures it will soon spur him on to find out what is the matter.

Goods Going Out Without Charging

It may be that a considerable amount of goods are going out without charging. It is unfortunate but nevertheless true, that a huge amount of goods do leave many stores unpaid for and uncharged. Twice during the past month I have noticed clerks forgetting to charge goods and check them up. How much of this goes on in your store? It does not take much of it to run profits down to the zero mark.

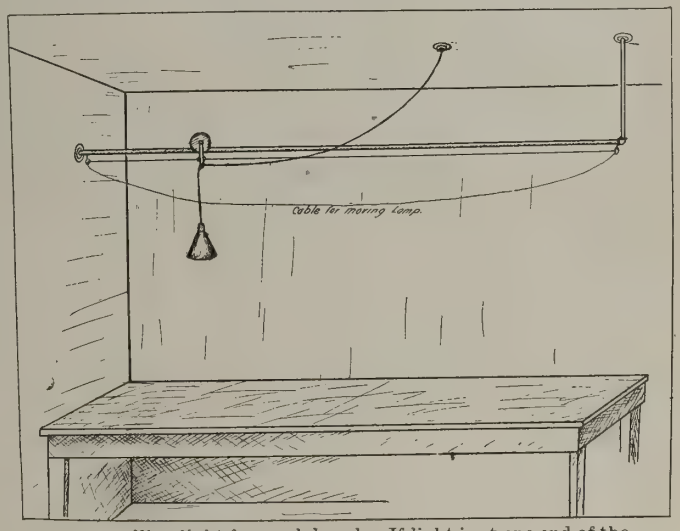
The credit register is a valuable factor in correcting neglect in this regard, as an up-to-date statement is supposed to be given to the customer with each purchase. However, many merchants have allowed their clerks to become very neglectful in this regard with the result that many charges are forgotten. Every dealer should make an inflexible rule that each credit customer is given a sales check with each purchase.

In conclusion I would like to say that the reason a good many dealers do not make more money than they do is that they are working too much for a big sales record without considering the profit side. This is a sad mistake and one that the dealer will relent of sooner or later. What is the use of giving oneself over to hard work for the mere pleasure of working? Consider profits as well as sales.

A TRAVELLING LIGHT FOR WORK BENCH

One of the most necessary units of repair shop equipment is a well lighted work bench. In the accompanying illustration is shown a convenient way of hanging a light so that it will be quickly available at any place on the bench.

The equipment necessary, which is easily constructed, consists of a light rack made of small gas piping which is suspended directly over the bench. The pipe serves as a rail on which a small grooved pulley runs. The



A travelling light for work bench. If light is at one end of the bench and it is wanted at the other a pull on the light cable brings it quickly to the desired place.

light is suspended from this pulley by means of a hook which does double duty as one of the arms which prevents the pulley falling off, and as a means of attaching the lamp.

The lamp cord is made long enough to reach to either end of the bench and a light cable attached to the pulley, passing through guides at each end of the rack and allowed to hang over the bench as illustrated, provides a means of moving the light along without having to reach for the lamp itself. Should a man be at one end of the bench and the light at the other, he can move the light up to where he wants it by moving the cable. This equipment also makes for economy, as a single light may be used in place of two or more.

Undertakers' Department

Problems affecting the Undertaking Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

Herculean Task of Funeral Directors at Halifax

Explosion kills 1500 persons — Awful catastrophe suddenly put immense responsibility on undertakers —How the work was done—All Canada offers help.

ONE of the greatest catastrophes that ever afflicted Canada occurred on December 6, when the French transport "Mont Blanc," loaded with munitions, and the Belgian relief steamer "Imo," collided in Halifax harbor, causing an explosion and fire which devastated the city, killed some 1,500 persons, wounded as many more, and rolled up uncounted injury and damage to persons, property and business.

First reports variously estimated the loss of life up to 5,000, and in fact an order was placed with the Amherst branch of Dominion Manufacturers, Ltd., for 4,000 coffins and caskets. Happily, it turns out, not half that number were required.

When first reports of the disaster reached the outside world, the funeral directors of Canada, within reasonable distance of Halifax, placed themselves at the disposal of the authorities. There are three undertaking establishments at Halifax—Snow & Co., Nova Scotia Undertaking Co., and Joseph Spencer—and they were soon exceedingly busy. About two dozen undertakers from nearby Nova Scotia points, rushed to the city to render their aid, and offers were received even from United States points.

Thirty of Toronto's funeral directors offered their help, but on inquiry it was found that not so many were required. D. M. Andrews, secretary-treasurer of Dominion Manufacturers, Ltd., Toronto, went down to help out the Amherst branch in getting out the requisite number of coffins and caskets, and accompanying him were Prof. R. U. Stone, Toronto, and A. A. Schreiter, Kitchener. N. B. Cobbledick and L. W. Trull, Toronto, with Mr. Brown of Parkhill, went down east a few days later. The first party arrived in Halifax early on the Monday following the explosion, and after breakfast, Messrs. Stone and Schreiter had their first view of the ruins.

It has been said by eyewitnesses who have seen both, that the ruins in Halifax were more awful than the battle-scarred towns of Flanders, and Mr. Stone said he could quite believe that. There seemed to be four degrees of ruins—along the river, obliteration, nothing at all being left; back of that, devastation; then havoc and wreckage extending for miles.

The bodies as taken from the ruins, naturally were rushed to the undertaking establishments, and these were soon choked with dead bodies. Then some semblance of order was instituted: committees were appointed to look after the wounded, homeless and the dead. Arthur S. Barnstead, a public-spirited citizen, was appointed chairman of the Mortuary Committee, and he commandeered the Chebucto Road Public School, and had many of the bodies as found rushed there for identification.

Messrs. Stone and Schreiter reported at Snow & Co.'s, but Mr. Barnstead thought their help would be more needed at the Chebucto mortuary. Prof. Stone was appointed general mortuary supervisor, and Mr. Schreiter his assistant. A company of 30 soldiers and one carpenter were appointed to assist, and Mr. Stone says they worked liked Trojans.

Between 700 and 800 bodies were handled that week, at the Chebucto mortuary, 500 of them being in the school at one time. Mr. Barnstead looked after the office in one of the rooms upstairs, and Prof. Stone and his staff in the mortuary, in the basement. All the



The first public funeral of the Halifax disaster victims. The local men were assisted by Messrs. Cobbledick and Trull, Toronto, and Brown, Parkhill, Ont., as well as a number of Nova Scotia funeral directors, who placed themselves under the direction of the local undertakers. Secretary Andrews, of the Dominion Mfrs., Ltd., Mr. Christie, of the Amherst branch, and the Maritime representatives of the Company rendered superhuman service in handling the caskets at this and the second public funeral.

Quality and Prompt Shipment

We are pleased to announce occupancy of our new factory, and with the increased facilities at our disposal we are working into a position to give your requirements prompt shipment as well as our well-known "Evel Quality."

Our new home has an area of over 100,000 square feet of floor space; is centrally located on King St.; is equipped with the latest machinery and modern factory conveniences; which we confidently expect will enable us to deliver promptly.

Try Us!

EVEL CASKET CO., LIMITED

HAMILTON CANADA

windows of the school had been blown out by the explosion, and much damage had been done inside and outside the building.

It speaks well for the staff to say that within 24 hours the office was heated, lighted, and in good running order, with card indexes and systematic checking work on all the bodies found. The same can be said of the mortuary equipment. The window spaces were filled in, electric lamps installed, a 'phone exchange connected up, forms for holding the bodies built, and the bodies classified—women in one part, children in another, the identified, the burned, and the unidentified men. The faces had been washed three times, numbered identification cards placed about the necks, and the clothing conveniently arranged for helping relatives and friends trace their dead.

The identified were taken by friends to local undertakers and the funerals arranged as conveniently as possible. Except where bodies were shipped, and in some few individual instances, embalming was not done at first. The weather was cold, and many of the bodies were frozen. There was not time sufficient to embalm all bodies, though the health restrictions were set aside for the nonce.

The first public funeral of unidentified dead took place on Monday, December 17, and the second on Friday, December 21. Messrs. Stone and Schreiter returned west before the first funeral, leaving Messrs. Cobbledick, Trull and Brown, to look after the mortuary. These funeral directors returned to their homes for Christmas.

Prof. Stone in an interview with Canadian Furniture World and The Undertaker, said the work done at Halifax was the best possible under the circumstances. All the large buildings, like the skating rink, which did service at the time the "Titanic" dead were brought to the city, had been blown down, and the Chebucto school, though not an ideal mortuary, was the best possible building available, that was at all contiguous to the ghastly Richmond ruins.

Immediately following the explosion, which stove in houses, lifted roofs and blew down buildings; stoves which had been upset started fires in all directions; then came a severe blizzard and snowstorm, followed by a heavy rain a day after; then more snow. It was grim work for the searchers, awful suspense for living relatives, and this induced superhuman efforts on the part of the undertakers in cleaning and arranging the dead bodies.



Bodies of adults laid out for identification at the Chebucto Mortuary. The bodies of children were placed along the wall at the far end of the building, scarcely discernible in the photo.

Two car loads of caskets just in from Amherst, and placed in front of Snow's Funeral Parlors.

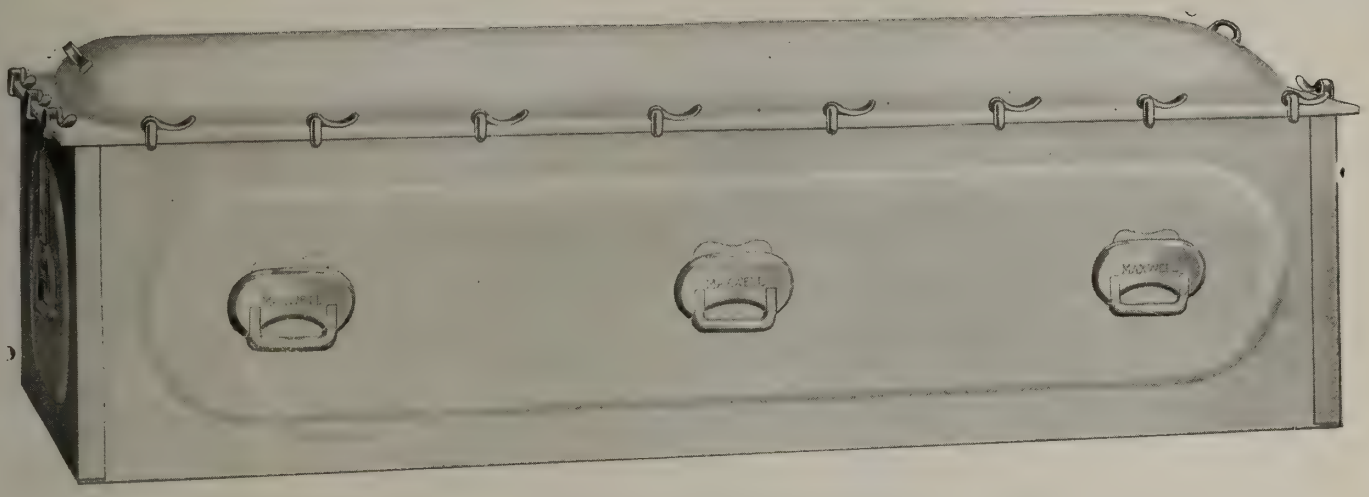


Mr. Stone spoke exceedingly high of the work of Mr. Barnstead, who directed all the mortuary work, of the company of soldiers who assisted in carrying and cleaning the bodies, and of Mrs. Barrington Hamm of the Y.W.C.A., Toronto, who went to Halifax to offer her services in any capacity. She was a great help in assisting the women folk to identify the dead. So well and tenderly was this work done, that very few who entered the mortuary cried aloud, and no person was seen to break down under the trying ordeal.

There were some 125 charred bodies sent to the Chebucto mortuary. All that was left of these remains could be placed in a space 10x10 feet.

That the services rendered by the Ontario men was appreciated, was strikingly instanced in an article in the Kitchener News Letter of a few days ago. Chairman Barnstead said both the city of Kitchener's and Mr. Schreiter's services will ever be reverenced by Halifax citizens.

Maxwell Sanitary Steel Vaults



Our Customers are Assured of Superlative Quality and Prompt Delivery.

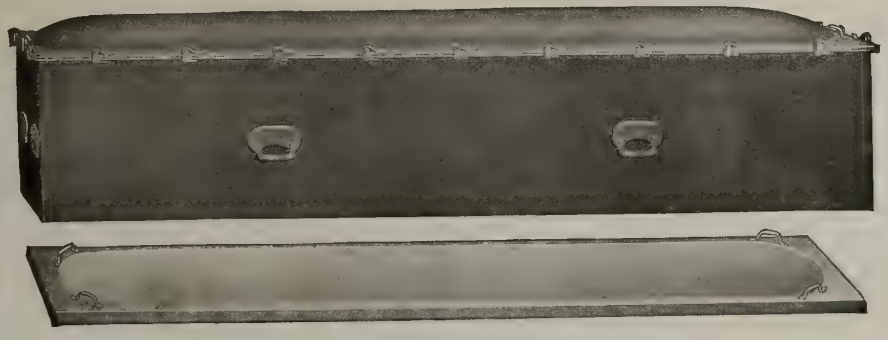
Maxwell Vaults are Abundantly Strong for All Burial Purposes, Yet Light and Easy to Handle.

Superiority Unquestioned Design and Construction Unequaled

Carried in Stock by All Leading Jobbers

Ask for Revised Price List

Maxwell Ambulance Transfer Case



For the Handling, Removal and Transportation of Bodies. An Indispensable Adjunct to the Modern and Progressive Undertaker.

Recent Changes in Design and Construction have Greatly Improved the Appearance and Practical Utility of this Case, and Reduced its Weight, Making it much more Convenient to Handle.

Removable Interior Tray Retains All Leakage and Discharge, and Greatly Facilitates the Handling of Bodies. Handles conveniently placed to enable two persons to remove without difficulty.

Inside Dimensions: 75 in. long, 20 in. wide, 15 in. deep.

Prices: With Tray $30.00; Without Tray $28.00; Tray Alone $5.00

Sold by the Leading Canadian Jobbers.

Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

How the Caskets were Handled

The shipping and handling of the caskets was a herculean task, but with system the work was done speedily and without a hitch. D. M. Andrews, of Dominion Manufacturers, Ltd., who went down from the head office to help the local men, with Mr. Christie, supervised the work at the Halifax end.

First a visit to Amherst suggested the plan of campaign, and an arrangement with the railway and express companies facilitated the delivery of the caskets and boxes. A. W. Murray, superintendent of the Amherst plant, also made a name for himself in this crisis, as in fact did all the funeral directors of Halifax and the men from the outside who came in to help.

As the cars pulled into Halifax they were immediately unloaded, the civic committees looking after transportation releasing rigs, drays and automobiles to help in the work. The coffins and caskets were first delivered to Snow & Co., Nova Scotia Undertaking Co., and J. Spencer, the local undertakers, but with the increasing receipt of boxes, other and special arrangements had to be made. Messrs. Andrews, Christie and Murray then arranged for deliveries at the Art Institute, and the Military Barracks, where these men and their assistants worked from early in the morning until late at night in opening, trimming and furnishing the coffns and caskets for sending to the public mortuary and the various funeral parlors.

Mr. Andrews, to a Furniture World reporter, was modest in telling of his work in connection with the work, but he gave great credit to B. Cruickshanks, of the N. S. Undertakers Co., Messrs. Snow, (senior and junior), J. Spencer, Mr. Christie, and A. W. Murray, as well as the two dozen funeral directors who came into Halifax to assist. These men also lent their aid in the public funerals given the unidentified dead. "It was not a question of money-making," said Mr. Andrews, "as a matter of fact it was a loss to his company, but it was a time when experienced men gave their help willingly for the public benefit."

The task of D. M. Andrews, secretary-treasurer of Dominion Manufacturers, Ltd., was no easy one. With the first intimation of the disaster, he prepared to go to Halifax, and when the order for 4,000 coffins and caskets was sent in to the Amherst, N.S., branch, it was thought fit to divert part of the order to the Three Rivers, Que., plant. An embargo, however, had been placed on all freight emanating east of Montreal, to give the railways greater scope to rush relief and supplies to the suffering at Halifax. The order was then transferred to the head office at Toronto, and three cars were made up—one from Toronto, one from Hamilton, and one from London.

Mr. Andrews stopped off at Amherst before reaching Halifax, to see how things were running and to lend a hand. Ontario men say that he seemed to be everywhere at Halifax, and had order made out of the seeming chaos in no time. Mr. Andrews returned home from Halifax the week before Christmas.

An interesting feature developed out of the big order placed at Amherst. Mr. Godin, general manager of Dominion Manufacturers, stated that while Amherst could supply all needs if not called for on a moment's notice—as could any of the branches, the company having a large stock at all plants—there was a standing stock always at Three Rivers, alone, of 15,000 coffins, besides large supplies and stocks of caskets, linings, robes, etc.

Fire destroyed the premises of the Winnipeg Brass and Fixtures Company, with a loss of $13,000.



Motor hearse, made by A. B. Greer & Son, for McKay & McKay, Lethbridge, Alta. It is built on a Studebaker 7-cylinder chassis.



Our Wishes for the New Year 1918

The year that has just closed has been a prosperous year for Canadian business men generally, yet a sad one indeed for many Canadian homes, who have lost loved ones in the cause of freedom and humanity in France.

May the year that is opening bring to the world a peace that shall end militarism for all time, and that shall justify the sacrifices made by Canada and her allies.

May Canada meet new conditions that may develop at the end of the war with the same courage and resourcefulness that has been manifested during the war.

To our customers, and the profession generally, from one end of Canada to the other, we wish to express our earnest appreciation of the business and courtesies extended in the past.

May health, prosperity and happiness be yours throughout the year and through many years to follow.

Dominion Manufacturers Limited



A Happy New Year

WE, the managers of the individual branches of "Dominion Service," on behalf of ourselves and our staffs and the travelling staff of the company, wish to extend to members of the profession in every section of the country, our

Best Wishes of the Season

BRANCH MANAGERS

F. L. Coles,
The National Casket Co., Limited,
Toronto.

D. W. Thompson & Co., Limited,
Toronto.

A. J. Mitchell,
The Globe Casket Co., Limited,
London.

J. A. McMurray,
The Semmens & Evel Casket Co.,
Hamilton.

Leopold Girard,
Girard & Godin, Limitee,
Three Rivers, Que.

J. A. Christie,
Christie Bros. & Co., Limited,
Amherst, N.S.

Chas. Crossland,
Winnipeg Casket Co., Winnipeg, Man.

N. Rochon,
Girard & Godin, Limitee, Montreal.

Bert Semmens,
Vancouver Casket Company.

TRAVELLING STAFF

Andrew Black, Toronto
Wm. G. Bartlett, Toronto
N. Hendrickz, Toronto
A. S. Preston, Toronto
G. E. Nichols, Toronto.
J. H. Percy, Hamilton
J. R. Tupper, Hamilton
W. B. Cummings,
Hamilton
L. C. Haley, Hamilton
H. E. Caulfield, London
S. R. McCully, London
A. Friendship, London
S. M. Monds, Winnipeg
W. D. Campbell, Winnipeg
H. Johnstone, Winnipeg
W. G. McCalpin,
Winnipeg
H. Turner, Winnipeg
A. V. Dunham, Winnipeg
W. P. Reed, Winnipeg
W. Thompson, Winnipeg
A. W. Maguire, Winnipeg
A. C. Fess, Winnipeg
J. F. Trudel, Three Rivers
T. Parent, Three Rivers
E. A. Mullin, Three Rivers
E. Rochon, Montreal
W. G. Smith, Amherst
A. McKinnon, Amherst
W. H. Tidmarsh, Amherst
T. Geddes Grant,
Amherst

Dominion Manufacturers Limited

Head Office: TORONTO

Amherst, N.S. Three Rivers, Que. Montreal Ottawa Hamilton London Winnipeg Vancouver.

Notes of the Halifax Disaster

One of the difficulties during the early stages of the work was in getting men to dig graves. Advertisements were placed in the papers, and eventually the committee looking after this department, with the help of the health authorities, got sufficient men who went to the work cheerfully enough.

Every effort was made to identify the dead soldiers, but it was found impossible, as the men, being on peace duty, wore no discs.

In the Fairview cemetery, where lie the dead of the "Titanic" and the "Bourgoyne" victims of great marine disasters in the past, many of the dead from the explosion have been laid to rest. In the military burying grounds a number of unidentified soldiers were interred. Citizens generally responded freely to the call for help for volunteer pall bearers.

The large new high school at New Glasgow, N.S., was turned into an emergency hospital to accommodate 150 of the wounded sent from Halifax.

Prof. Stone said his first intimation about going to Halifax was a 'phone message he received from Armand Schreiter of Kitchener, who happened to be in Petrolea. Then N. B. Cobbledick called him up. He himself called the Toronto funeral directors, and thirty men offered their services in case of need. Mr. Stone wired Ottawa and Halifax offering these services, and 'phone messages came from many towns in Ontario.

ONTARIO EMBALMERS EXAMINATIONS IN FEBRUARY

The Ontario Government Board of Examiners, under the Embalmers' and Undertakers' Act, will hold an examination for candidates who wish to become licensed and qualified embalmers, in the Parliament Buildings, Toronto, on Tuesday, February 12, commencing at 9.30 a.m. Applications and fees should be sent to the secretary of the Board, T. E. Simpson, Sault Ste. Marie, Ont., before February 1. Mr. Simpson will also furnish application forms on request.

CENTRAL CASKET ANNUAL DEMONSTRATION

The Central Casket Co.'s annual embalming demonstration and exhibition took place at their Buffalo head office and warerooms on Niagara St., on January 8, 9, 10 and 11. A couple of hundred Ontario and New York State funeral directors were in Buffalo that week. Arrangements for rooms had been made with the Statler and Niagara hotels, and 200 rooms were placed in reservation at The Hermitage. Prof. Eckels conducted the demonstrations.

U. S. EMBALMERS AT THE FRONT

The funeral directors of the United States are certainly doing their duty to their country in these trying war times, from all sections of that country come reports of embalmers and undertakers enlisting for service in Europe. Whether or not the Purple Cross movement across the line is responsible, the first graves registration unit of the United States army, composed of qualified embalmers and undertakers, is already in France, and another unit, recruited among Chicago funeral directors, is in training in one of the U. S. military camps. Besides these there are a great many of the younger men serving as officers or privates in various infantry regiments.

ANOTHER PROFESSIONAL MILESTONE

(Continued from page 94)

by the embalmer, and a greater measure of success with congestion discolorations has been the result.

The profession is rapidly becoming convinced that professional success depends on individual efficiency, and that individual efficiency depends on scientific study of causes and effects in each case handled.

Fundamental principles, the foundation for correct work, in all branches of the work of the undertaker and embalmer, are being studied; more attention is being paid to the relation of fundamental principles to sales, stock, embalming operations, funeral management in general, and this promises a distinct advance in professional qualifications during the coming year. The agencies through which these educational campaigns are being pushed are doing the best they can to place our profession on a better basis in every direction.



H. M. PURVIANCE, of Huntingdon, Ind.,

who attended the late C. E. A. convention at Toronto, told of a case in a recent issue of Canadian Furniture World and The Undertaker, in which he had assisted at the exhumation of a body that had been buried by his predecessor in business, 40 years ago. This photo was sent to the editor by Mr. Purviance. It shows himself (in centre), with his son (at his left) looking at glass opening in casket. The body seemed just as fresh as when buried, said Mr. Purviance.

In consequence of all this, I predict that 1918 will see our profession awake more thoroughly to the benefits to be derived from scientific study of all branches, and that professionally, financially, etc., the individual units of the profession will make considerable progress and will work together to make this profession all it should be. Much has been accomplished to date but there is much more to be done.

"Let us all grasp the spokes of the wheel of progress and by our combined strength let us push it further up the side of the mountain of efficiency."

Harry A. Compton, son of Mr. and Mrs. H. A. Compton, of H. A. Compton & Son, furniture dealers and undertakers, Charlottetown, P.E.I., died somewhat suddenly on Saturday, December 22, aged 26 years. The funeral, which was largely attended, took place on Sunday following, from his father's residence, to the People's Cemetery. Besides father and mother, the late Mr. Compton left three sisters and three brothers. Mr. Compton, Sr., who has been indisposed for some time, is now on the mend and improving.

Our Clubbing Offer

THE latest issue of The Journal of Research in Embalming and Allied Sciences, contains an article (illustrated) by Prof. Dhonau, on a combination treatment he made on a case of cancer of the jaw. The professor also tells in another article "one cause of circulation inequalities." A practical embalmer gives a treatment of scalded face.

These are but a few of the many interesting, practical and experimental cases which are reviewed in the course of a year in Research Journal. Canadian Furniture World and The Undertaker has made a clubbing arrangement with Prof. Dhonau, whereby the two papers will be sent to any address in Canada for little above the cost of one.

If you are interested in your work and wish to develop as an embalmer, you should have The Research Journal. If you are interested in your professional confreres you should have The Furniture World. Why not sit down now and write to the editor of Canadian Furniture World, 32 Colborne St., Toronto, enclosing $1.50, and asking for both papers for the year.

PROFESSIONAL NOTES

Guymer Bros., undertakers at The Pas, Man., have discontinued business.

T. E. Simpson, Soo, Ont., won the seat in the recent elections for Algoma West by a 1,579 majority.

Morris & Son, of Wakerville, Ont., have moved their undertaking establishment across the road from their present location. They have purchased a block, and are fitting it up as a modern funeral establishment.

Jack Stewart, Strathroy, Ont., has sold out his furniture business, and will devote himself exclusively to funeral directing. He has bought a corner store and fitted it up as a modern funeral establishment with morgue, funeral chapel, etc.

A. B. Surarus, for many years a prominent undertaker in Kitchener, Ont., died recently at his home in that city, after three years' illness. He was born in Freeport, near Kitchener, in January, 1856, and spent the greater part of his life there. For five years he conducted an undertaking and furniture business in New Hamburg. He is survived by his widow and two children.

F. W. Wallace, Sussex, N.B., celebrated his 25th anniversary in the funeral directing profession a month ago. Mr. Wallace, who was for so long head of the Maritime Funeral Directors' Association, and also mayor of his town, is in his 60th year. He is conducting his business alone, his son having enlisted early in the war for service at the front.

James Ross, of New Glasgow, N.S., who has been in failing health for some time, was taken to Aberdeen Hospital, New Glasgow, and underwent a serious surgical operation, on November 8, which was very successful, and it is certain saved his life. He was able to bear removing to his home on the 22nd, where, although very weak, he is doing well, and as the days go by his many friends have every hope of him being restored to his old vigor and activity.

"At this date Mr. Ross is improving slowly," writes G. E. Nichols, "and can take short walks out of doors."

The Provincial Government has appointed the following as a Board of Examiners for Licensed Embalmers for Saskatchewan: Maurice Macdonald Seymour, M.D., Commissioner of Public Health, Regina; Alex. McG. Young, M.D., physician, Saskatoon; Thos. Watson, Provincial Sanitary Inspector, Regina; A. Broadfoot, licensed embalmer, Moose Jaw; and John Droppo, licensed embalmer, Moose Jaw.

FOR VALOR

Written for Canadian Furniture World and The Undertaker

This poem was dedicated to and most graciously acknowledged by His Royal Highness the Duke of Connaught, Governor General of Canada, in 1916. It was also published in prominent papers in different parts of the world.

When Beauty's eyes admiring rest
Upon some broad be-jewelled breast—
May she not contemplatively
Feel honored by such company?

As loud a brazen clarion rings,
A thousand to attention springs,
And statue-like the martial ranks
Become one motionless phalanx.
On high a warm saluting sun
Approving shines serenely down,
And war-bright bayonets, bolts and bands
Of rifles flash in freemen's hands—
Each proud to view rare honor done
And well bestowed since nobly won.

Enranked along that bristling wall
A stripling stands, erect and tall.

Behold him now within the square—
Lithe, robust, handsome, manly, fair—
Each rosy cheek, each bright blue eye,
Reveals his northern ancestry.
(Their deeds romantic, warlike, grim,
Have stirred the Briton's soul of him,
Who, though his heart in loud distress
Booms signals now of nervousness—
Had thrice ere this with danger nigh,
Been proven unafraid to die.)
When foes with devilish hatred cursed,
He held for God and duty first
And bore his comrade's helpless form
To shelter from the iron storm—
Nor dreamed the deed heroic then
But silent held his post again.

With kingly mien his royal lord
Approaches now across the sward,
And on that Spartan breast apperds
The "Cross for Valor," and attends
While acclamation's thundering drums
Roll out, "The Conquering Hero Comes."
Then in the Name of God attests:—
"Who wears this cross upon their breasts
Must first the path of duty tread,
Estranged from fear, devoid of dread;
Nor martial rank, nor noble birth,
May claim its slight, yet priceless worth,
Until they've danger's gauntlet run
And proved it well and truly won.

Illustrious youth, illustrious breed,
That finds the honor in the deed.
No master's brush, no poet's pen,
May bring it to the gaze of men,
But, to God each noble deed will cry
Its own immortal VICTORY.

Tremont Park, Gananoque, Ont. —ANGUS.



ONE OF OUR SPECIALS.—Mounted on Studebaker 6 Cyl. Chassis

The name of **GREER** means forty years experience in the manufacture of Funeral Vehicles.

It means **QUALITY** in workmanship and material.

It means a **GUARANTEE** that is worth something.

It means the **LATEST** in design.

The name of **STUDEBAKER** means as much in its own field, the manufacturing of **Automobiles** and **Chasses.**

Combine the two and you have a **GREER Motor Hearse** mounted on a **STUDEBAKER** Chassis.

The **UTMOST** in Motor Funeral Vehicles.

Our standard stock bodies for any make of chassis are now under construction.
They will range in price from $700.00 to $1300.00
Cuts and specifications of standard or special bodies on application.

A. B. GREER & SON - - London, Ont.

We still manufacture horse-drawn vehicles. Let us have your inquiries.

War Will Bring Progress

By Howard S. Eckels, Ph.G.
Dean of Eckels' College of Embalming, Philadelphia, Pa.

(Written for Canadian Furniture World and The Undertaker.)

CONTINUED FROM LAST ISSUE.

WE should endeavor as far as possible, to put the body in the position usually assumed in life. I did not advise standing a body on its feet—but I would suggest elevating the head and shoulders as high as possible, because you will thus have a more effective distribution of the fluid to the lower extremities. The gravitation of your fluid downward helps its circulation. The four trunk arteries provide for a sufficient flow of fluid in an upward direction. The head, neck and ears usually show the circulation of fluid first. This appears before you have used enough fluid to embalm the body. Ordinarily, too much fluid goes to the head on the first injection. Incidentally, entirely too strong fluid goes there, but I will take up that feature of the case later.

How much fluid should be injected? At least as much as there was blood in the body in life. Indeed, since we do not get the circulation of embalming fluid with the same thorough and even distribution that the blood secures in life, it often takes more, because certain sections get an over-supply, and at the expense of other parts of the body. Since, in the vast majority of cases we get more fluid into the face than we do into other parts, let's start the injection with a diluted fluid and continue it in that strength until we have obtained a circulation in the face sufficient to drive the blood therefrom to insure its preservation and to leave the face without that hardened, dried, mummified and shrunken condition that over-embalmed bodies show.

The strength outlined later on in this series of articles will do the work. Then, when a stronger fluid is used with which to conclude the embalming of the body, the capillaries of the face tissues will have contracted and none of the fluid of the greater strength will go into the face to destroy the cosmetic effect which has been secured by the milder fluid. The undertaker who closes the casket before the funeral, makes a confession of either his lack of care or his deficiency in skill, which, in either event, is a totally unnecessary blot upon his reputation.

It is possible not only to embalm temporarily, but to permanently preserve nine hundred and ninety-nine out of every thousand bodies which comes into your hands. About the only exceptions which would occur are those where the body is terribly decomposed before it reaches the hands of the undertaker, or where it has been thoroughly mangled and the circulation completely destroyed. In a normal case, where the embalmer has been able to begin his work within, let us say twenty-four hours of the time of death, the case presents no difficulties at all, no matter what the cause of death. It is simply a matter of knowing how.

Permanent preserving is merely a matter of equalizing the fluid distribution. Embalm the body scientifically on the first call to secure cosmetic effect and in due season reinject a proper fluid by a proper method, and you never need close the casket in the face of relatives and friends. Too often, bodies which have seemed to be well injected at the time of embalming, turn out bad by the time of the funeral. Probably too little fluid was used in but one injection, and because the corpse had looked natural for two or three days, the embalmer had concluded that the work had been done perfectly. Shortly before, or on the day of the interment, his surprise at discovering that the body is not keeping perfectly, or that discolorations have appeared on the face and hands, is so great that he is unmanned and does not make any attempt to secure good preservation. If this very same embalmer was to see such a case in the hands of his competitor, he would criticise him severely for not reinjecting the body the moment he discovered that the first injection was not wholly satisfactory. In the event that the same embalmer was called in to look at someone's else case, the first thing that he would do would be to reinject it.

Some of the very best embalmers make the fatal mistake of concluding that an embalmed body which has received one injection should keep forever. In the event that it does not, he at once believes that some untoward condition of the body, due to some certain kind of illness, has prevented a perfect preservation, or else that the circulation was ruptured at the time of the first injection. Therefore, in his difficulty and perplexity it does not occur to him that he should give a second injection, should he discover on the day of, or the day before the funeral, that some parts of the body are not keeping.

I have said that reinjection is the secret of permanent preservation. Perhaps it would be well to qualify this by saying that proper injection of a proper embalming fluid, followed by a scientific reinjection of a suitable fluid, forms the sum and substance of permanent preservation.

Of recent years, and especially quite lately, the so-called Italian method has been widely exploited. It has its merits, but it also has its very serious faults. Reinjection here is also one of the secrets of this so-called Eternal Process. Unfortunately, however, by the Italian method, the first injection is not without objections. The instruments used almost never are suitable for our purposes, and the fluid is one with which cosmetic effect is an absolute impossibility.

But to return to the ordinary case where the startled undertaker decides in his panic to face failure and screw down the lid of the casket. Analyzing the conclusion of these old-time embalmers, which so often causes them to form very set opinions in this matter, the deduction is that they have on one or more occasions made reinjections without securing the good results which such reinjection should produce. But there is an easy way out of it which I shall detail later in this article. The reason that they have not had results at the second injection, was that at the time the first injection was made, they used the sharp-pointed trocar too freely, and necessarily at random, to aspirate the gases, and inject the fluid into the cavities puncturing both arteries and veins, thereby destroying the circulation. As a result, at the time of their second injection, they pumped into ruptured blood vessels, which allowed the fluid to leak out into the cavities. No good possible could be expected under these circumstances from a second injection through the same arteries which were used originally.

(To be continued.)

Even undertakers are held up to suspicion when they convey a casket over the line into Iowa, which has gone "dry" recently. The shipment of a body was stopped at the border lately, while officers searched the casket for liquor.

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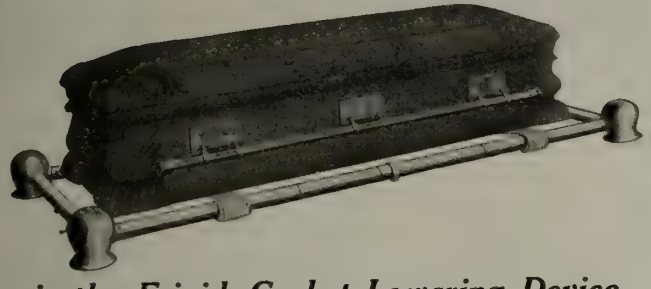
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Examination

—By—

The Board of Examiners

—To be Held at—

Toronto, Tuesday, Feb. 12th, 1918

The Government Board of Examiners, under the Embalmers and Undertakers' Act, will conduct an Examination in the Parliament Buildings, Toronto, on Tuesday, February 12, 1918, commencing at 9.30 o'clock in the morning. Candidates wishing to take the Examination for qualification and Government License, will send in their applications and fee, to the Secretary, not later than February 1st, 1918. Blank forms of application can be had on application to the Secretary.

T. E. SIMPSON,
Secretary-Treasurer,
Sault Ste. Marie, Ont.

"Another Professional Milestone"

Where Do We Stand?

By Prof. CHAS. O. DHONAU
President the Cincinnati College of Embalming and the Pathologic Institute of the Cincinnati General Hospital.

Written for Canadian Furniture World and The Undertaker.

WITH the completion of another year of tremendous activity, the undertaker and embalmer must take stock of his capabilities now at the opening of the New Year During the year just closed we have all gone either backward or forward professionally. None of us have stood still.

It has been my custom to call the attention of the reader at this time of the year to the fact that another year has passed and that those who have not made professional progress in the past year have gone backward. Those who are best acquainted with Nature know that there is no half way station between the process known as progression on one hand, and, retrogression on the other. Those who are content to allow their minds to seek other fields than the field of improvement in their professional activities are allowing the average, professionally speaking, to leave them behind.

To say that we are doing something to-day because we have been accustomed to do the same thing for years is good evidence that there may be room for improvement. We are becoming more and more attached to the old quip—those who believe it impossible to do certain things are frequently surprised to see someone do these very things. The policy, to be content with what we are doing until an improvement can be seen in the offing, is one which I believe to be taking firmer root with us as a profession.

During the past year I have seen many additions to the ranks of those who are more particular to do something because it seems best after all conditions have been carefully weighed. There have been many converts to the cause of exactitude in all branches of our work. Hundreds have been convinced of the danger to the circulation in indiscriminate trocar work, and the allied danger of restricting the circulation of fluid through the creation of unnecessary and unseen breaks in the circulation.

Many more have become convinced that the efficiency of an embalming fluid depends largely upon the manner of using it and that uncertain or the so-called bad cases were only placed in that class because of some personal breakdown or imperfection in the manner of using the fluids. Fluid manufacturers complain that the breadth of vision of the embalmer is so small in the most cases that every unlooked for happening is charged to the luckless fluid. They have a just complaint if that is the case.

An embalming fluid which has survived years of use by the embalmers and which is faithfully kept up to the required standard by the manufacturers, has survived a test which placed it at a disadvantage from the very beginning of things. To say that a fluid makes good because of the efficiency of the man using it can only be said to apply to a small percentage of the users of embalming fluid. It would be more proper and more in accordance with the facts to say that the average standard fluid makes good in spite of the manner in which it is used.

I notice, however, signs which point to the evolution of the profession to the point where conscience is playing a more important part, and where the fluid is being helped to make good because of more conscientious and specific operating. The idea of specific operating is just taking root. The idea that a body ought to be treated according to the conditions within the body, the only logical guide to the embalmer, is rapidly gaining converts. More science is being used and the thinking men among the profession are seeing things according to a new light—the light of reason.

The fact that pathology, the organized study of the disease, is of importance to the embalmer, is just gaining recognition among the profession at large. The writer proved to the Ohio Association in convention at Cincinnati, that there was a logical cause for the absence of fluid in the face in specific cases, and by demonstration showed just what this cause was—that it was an ante-mortem clot formation commonly present in lobar pneumonia—another victory for science in operating.

In the same case, a blood discoloration which had existed for 56 hours (in the absence of embalming) was easily eradicated by the strongest method known to our science to-day—"the upward injection of the common carotid arteries and the drainage from the jugular veins, using an ordinary capillary wash with which to displace the blood from the congested capillaries and veins." Had an ordinary embalming fluid been used on this case the discoloration would have been fixed and no after-treatment would have reached it successfully. The opposition of many embalmers to extra bottles of chemicals in their outfits is disappearing under proof that specific combinations of chemicals and specific methods of application give results far superior to what has been done in the past with the ordinary fluids, and when one considers the face in the casket as one of the best possibilities in professional advertising, specific treatments for specific cases are only logical and correct.

The old source of embarrassment to the embalmer, the black and swollen eye, is now given a specific treatment in which the cause of the swelling is taken out from the inside of the lid, and the color is corrected by a specific treatment of the outer surface. We get along to-day without tapping and bandaging dropsical limbs, excepting in the most dangerous cases. A special injection into both femorals downward, with an addition to the strength of the fluid and drainage through the veins, does the work.

A special solution for sallow and jaundiced cases is in use in our laboratories. Here again, is a specific treatment which corrects a color symptomatic of disease and helps us in making good our definition of embalming—the disinfection, preservation, and beautifying of the dead.

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The use of fillers for closing wounds, rebuilding lost tissue and covering stitches, and the use of opaque cosmetic creams for finishing these parts is done with more technical success by the average embalmer.

More information has been given about the blood and its removal. The qualities of the blood which make it flow freely or with difficulty, is being studied

(*Continued on page 89*)

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Sproul, William

Dunnville—
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Dodsworth, A. H.
59 King St. W.
Robinson, J. H. & Co.,
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Ingersoll—
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D. Clark. Tel. 159.
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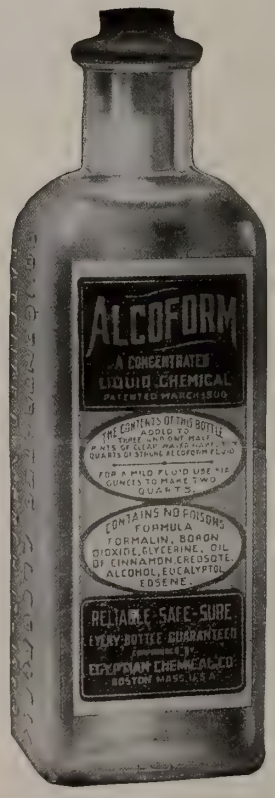
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AND

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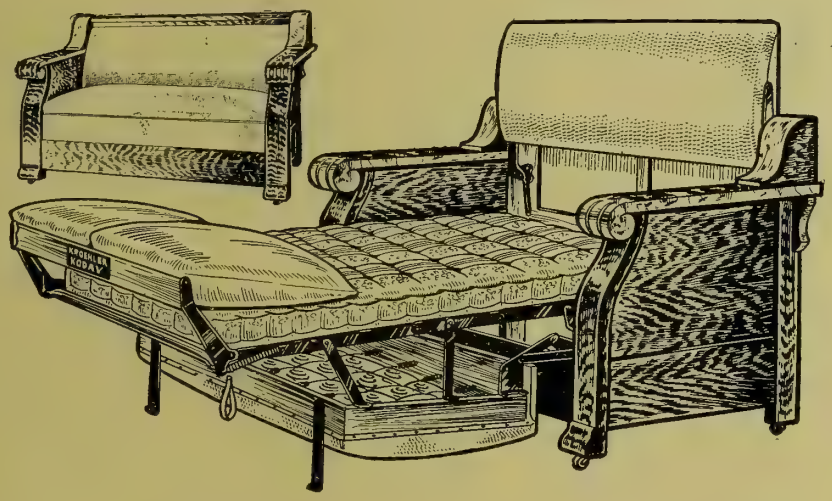


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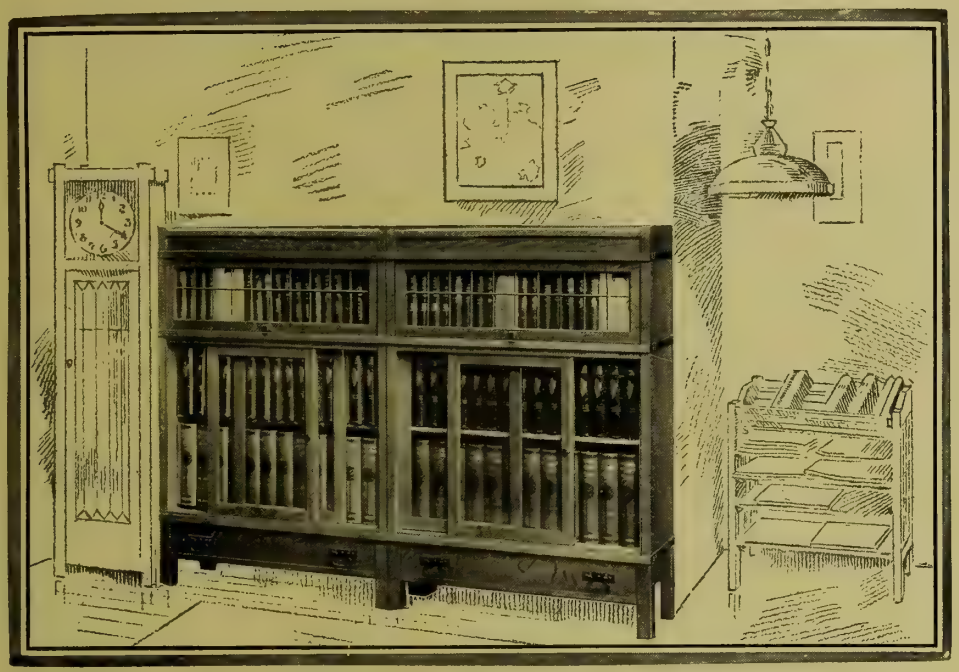
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Buy Furniture in Stratford—for there the buying is GOOD. Stratford is a Furniture Centre, and does away with unnecessary trouble and expense caused by buying from several widely-separated factories.

If a group of manufacturers in ONE place make the kind of furniture that the average class of people like, then good business policy suggests that you buy all you can from that group, and have goods shipped together.

Honestly made, well-designed Furniture, that goes out, satisfies the consumer, and STAYS out, is the bed rock of Stratford's success. Whatever you require in the Furniture line, Stratford can supply it, in price, in quality, in appearance.

Stratford Furniture Manufacturers
STRATFORD, ONTARIO



"That the Twin Pedestal Table is the best and most sensibly-built Table made"—

that is judge Twin Dealer's decision; and HOW COULD it be different? It was a fair trial, the test was severe, and it gave twin pedestal its leading place.

Dealers recognized its merits, and sales increased by leaps and bounds. WE are so BUSY making Twin Pedestal Tables because DEALERS are so busy selling them, and if YOU are not handling them yet it is only a matter of time till you will.



TILT-TOP TWINS

are away ahead of solid pedestals and dividing pedestal tables in mechanical excellence. They have two complete pedestals, perfect closed or extended. We sell it to dealers at a price so low, and dealers sell it easily at a profit so generous that you should not fail to get your goodly share. Write us at once.

THE CHESLEY FURNITURE CO., LIMITED, CHESLEY, ONT.

THE GOLD MEDAL LINE

New Designs for the New Year

Living Room Furniture of dependable quality at prices to meet H.C.L. purses.



No. 784

No. 784—Rocker or Chair

A comfortable roomy Rocker, covered all over in imported tapestry. Spring edge seat.

No. 786—Rocker

A very large Rocker with spring edge seat and soft Kapok-filled pillow at the head, covered all over in imported tapestry.



No. 786

The Gold Medal Furniture Mfg. Company, Limited

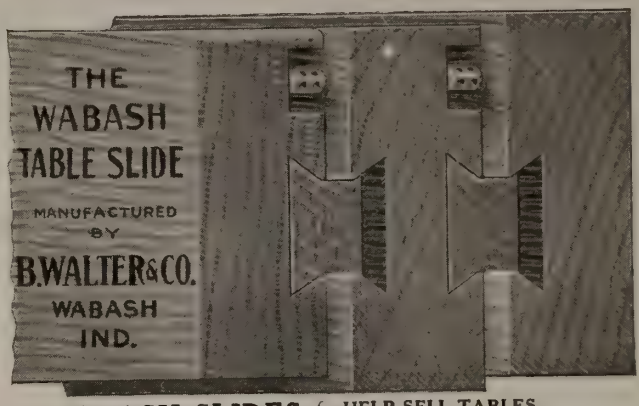
Head Office: TORONTO

MONTREAL, WINNIPEG and UXBRIDGE

THE
HEART
OF YOUR EXTENSION TABLE IS THE
SLIDE

YOUR TABLE IS CONDEMNED IF THE SLIDE DOES NOT WORK PROPERLY

WABASH SLIDES
INSURE
SATISFIED CUSTOMERS



WABASH SLIDES { HELP SELL TABLES. ELIMINATE SLIDE TROUBLES

WE ARE
SLIDE SPECIALISTS
Having manufactured SLIDES exclusively—for 30 years
Many Canadian Table-makers use
WABASH SLIDES—
Because
We furnish Better SLIDES at Lower Cost.
Made by
B. WALTER & COMPANY
Factory St. WABASH, IND.
The Largest Exclusive Table-Slide manufacturers in America



Special Notice—The output of our factory is often taxed to capacity to meet the requirements of our dealers. To secure a reasonably prompt delivery send your order in now.

Sells Goods for You

One of our customers, who has been conspicuously successful in selling furniture, tells us that the "Elite" Folding Table brings people into his store. Once inside, those people often buy a good bill of more expensive furniture.

The ELITE FOLDING TABLE

appeals to everybody. It is so handy, so firm, so light and so compact. Costs but a trifle. Lasts a lifetime. Why not put the "Elite" to work as a salesman in YOUR store?

Hourd & Co., Limited *Sole Licensees and Manufacturers* Dept. W LONDON



KAPOK

The Queen of Bedding Material

Are YOU familiar with the many advantages offered by KAPOK as a mattress filler of highest grade, and do YOU realize that KAPOK is the natural response to the great demand for Mattresses that are light, soft, and pliable?

Dealers perfectly familiar with the good qualities of Kapok Mattresses naturally keep them always in stock. If YOU do NOT carry them, there is but ONE reason:

YOU DO NOT KNOW WHAT YOU SHOULD KNOW ABOUT KAPOK

and we urge you to write us at once and get our booklet. It will make you familiar with a line that is a sure and swift seller, carrying the market in steadily rising demand.

Write us to-day—lest you forget.

The Canadian Feather & Mattress Co.
LIMITED
TORONTO - OTTAWA



KEEP in mind the *practical* end of your business —*VALUES* and *PROFITS*— and remember that the Victoriaville line offers you exceptional opportunities for BOTH. All we make is "A LITTLE BETTER"—and enough better to justify you in putting it on your floor.

A stylish line, well-made in various Period and Plain Designs, handsomely finished, moderate in price.

VICTORIAVILLE FURNITURE CO. - *Victoriaville, Que.*



In Homes of Refinement

DU PONT FABRIKOID
REG. U. S. PAT. OFF.

CRAFTSMAN QUALITY

Is a Most Acceptable Furniture Covering

Its exceptional beauty, and soft, glovey texture appeal to people of good taste. They realize its economy; appreciate its waterproof, stainless, and washable character, and are convinced by its sincere guarantee.

Craftsman Quality Fabrikoid sells furniture. Prove it on your product.

SAMPLE AND PRICES ON REQUEST.

Du Pont Fabrikoid Co.

FACTORY AND SALES OFFICE:

NEW TORONTO, ONTARIO

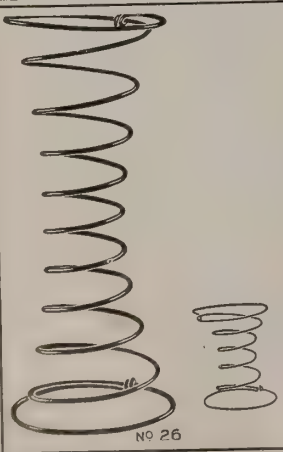
The world's largest manufacturer of Leather Substitutes

The National Table Company, Limited
The Owen Sound Chair Co., Limited
The North American Furniture Co., Limited

Owen Sound Ontario

Manufacturers of Medium and High-Grade Dining Room, Bedroom, Hall, Living Room and Library Furniture.

Catalogues sent on application



Upholstery Springs

made up to a standard that insures complete satisfaction to the manufacturer, retailer and customer.

Helical Springs

for spring bed and mattress fabrics. Our prices will interest you.

Canadian Made for the Canadian Trade

Established 1885

James Steele, Limited
Guelph, Ont.

Upholstery Leather

We carry in stock all grades in standard colors for immediate shipment

Spanish, Fancy, Enamelled and Goat Grain Finishes

Unsurpassed Selections
Well Trimmed Hides

The most economical leather on the market.

Let us quote you on cut stock.

Boullee Fraser Leather Mfg. Co., Inc.
234 Canal Street, NEW YORK

Baby Carriages of Our Make

Enjoy favor among dealers because we have correctly estimated public demand for baby carriages of highest grade in their price class.



R680



R676

We have a large showroom at our Walkerton Factory where we have a full line of Baby Carriages constantly on exhibition ready for your inspection.

WAR conditions do not seem to affect the POPULAR DEMAND for our Baby Carriages, but there is no denying the fact that their MAKING in *sufficient* number to *meet* this demand has its problems, and has caused us to say: "FIRST COME, FIRST SERVED." The days of PLENTY are passed, raw materials are decidedly scarce, SKILLED help is none too plentiful, congested railroad traffic often causes much delay—and these three facts combined in ONE form the basis of our special appeal to dealers to

PLACE ORDERS WITHOUT DELAY

Remember that Spring is near—and so is the demand for **BABY CARRIAGES**

MADE BY

CANADA FURNITURE MANUFACTURERS LIMITED

WOODSTOCK, ONTARIO

YOU KNOW US AS THE BEST HOUSE

WITH THE BEST GOODS

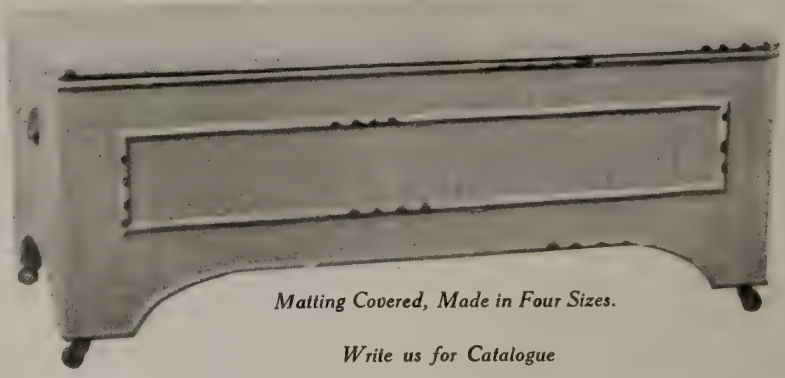
Our 1918 line of Burnished, Antique, Gold Embossed Frames, will be *new, every one*
So, for 1918, *why not have 1918 lines?*

THE BIG CANADIAN MOULDING HOUSE

MATTHEWS BROS., LIMITED

1906 DUNDAS STREET WEST TORONTO, CANADA

Our line of matting-covered Chests and Utility Boxes is truly up-to-date in style, construction, and finish, and satisfies the most exacting.



Matting Covered, Made in Four Sizes.

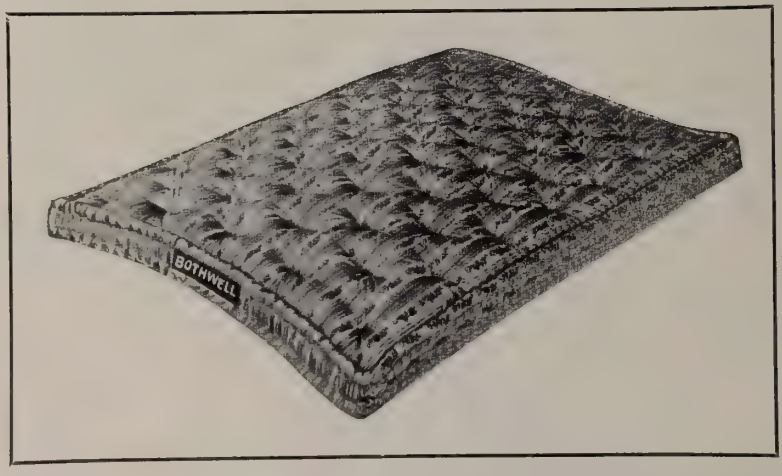
Write us for Catalogue

You may send us your order and we will be pleased to fill it with every assurance that you get an article on a selling basis that offers exceptional profits.

D. L. SHAFER & COMPANY, ST. THOMAS, ONT.

THE "BOTHWELL"

WHITE COTTON LAYER FELT MATTRESS



Has proven a "seller" for hundreds of furniture dealers from one end of Canada to the other.

Made entirely of white cotton carded felt.

This line will prove a good seller for you, as it has for others, meaning more profits as well as more sales.

Send for price lists, giving information regarding our full line of brass and iron beds, mattresses and springs.

THE BOTHWELL MFG. CO., Bothwell, Ont.

The Meaford Line

Places at your disposal the right kind of Furniture for War Demands.

"Medium priced furniture with snap to the design, stability in the construction and a finish second to none."

This Queen Anne Suite in Gum Satin Walnut, and several other suites for Bedroom and Diningroom will soon be ready for shipment.

The many additions to our line this season, coupled with the cream of our former lines, give us a claim on a very large portion of your business that will prove decidedly interesting to you.

"In addition to Bedroom and Diningroom Furniture we have a complete range of Wardrobes, Library Tables, Desks and Book-cases, Hall-racks, Seats and Mirrors, Medicine and Music Cabinets, Centre Tables and Jardiniere Stands.



No. 2566—Size 48 x 20



No. 717—Size 60 x 28 x 14

The Meaford Manufacturing Co., Limited

MEAFORD ONTARIO



Rocking Chair—No. 2030

NEW!

Living Room Rocker

Made of Quarter-cut Oak, with tapestry cushion. Medium in price, well made and finished. Original — distinctive. Will sell readily at a snug profit.

North American Bent Chair Co., Limited

OWEN SOUND, CANADA

The "ADJUSTO" MATTRESS

Put this line in stock. You will find it a fast seller.



If you want to handle a popular mattress that sells easily and profitably write us to-day.

Requires no introduction to the Canadian trade, and the tremendous popularity which this mattress enjoys is due solely to its merits and the high-grade material which enters into its construction. Filled with the finest white layer felt, covered with a beautiful art sateen ticking, and finished with an imperial edge, it fills all the requirements of the highest grade mattress. Add to this the "Adjusto" features, which are many and practical, and you have the ideal mattress.

The Ontario Spring Bed and Mattress Co.

London, Canada



Our No. 356 is a Suite of Distinction at a Reasonable Price.



Quarter-cut oak seems to be a well favored wood for Dining-room Furniture and here we have it in a well suited William and Mary design which has already proven a good seller. The Buffet is 50 inches wide, the Extension Table 45 inches in diameter, and the Slip Seat Chairs are covered with heavy craftsman or genuine leather, at the same price (we recommend craftsman.) Your order will receive our best attention.

DISCOUNT ABOVE PRICES 66⅔%

THE KNECHTEL FURNITURE CO. LIMITED

HANOVER ONTARIO



If We Stopped Advertising To-Morrow

IF we stopped Columbia Grafonola advertising with a bang to-morrow—

IF we should shift the gears of our selling and merchandising department from high into low—

Columbia dealers would still continue to do a mighty profitable business.

A consistent and insistent Consumer Demand for Columbia goods because of their demonstrated superiority—this is the backbone of Columbia success.

But we're NOT going to stop Columbia advertising.

Every ounce of energy and every dollar which the Columbia Graphophone Company possesses is working to make Columbia merchandise better known. Every man and woman who hears a Columbia Grafonola played is a prospect worth hundreds of dollars to some Columbia dealer.

Remember that Columbia Demand makes Dollars for Dealers.

Columbia Graphophone Company

Factory and Headquarters:

Toronto - Canada

D. O. McKINNON
GENERAL MANAGER

W. B. HART
ADVERTISING MANAGER

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

WM. J. BRYANS
JAMES O'HAGAN
EDITORS

Published by The Commercial Press, Ltd., 32 Colborne Street, Toronto.

Subscription Rate $1.00 per year in Canada, Great Britain and British Colonies; $1.50 to the United States.

VOL. 8. TORONTO, FEBRUARY, 1918. No. 2.

Harry Paul's Retail Furniture Venture

By WILLIAM LEWIS EDMONDS

WHEN Harry Paul made his venture in the furniture trade his experience in it was confined to a couple of weeks he had spent in his boyhood days in delivering goods for a local dealer while the regular boy employed was suffering from illness. This, of course, could not really be termed experience. But it had given him an ambition to become a merchant when he became a man. And to the furniture business he probably would have been trained, were it not for the fact that his mother had insisted that he should become a school teacher. But when he became that he was not satisfied, and his thoughts often dwelt upon the subject of his early ambition. To make matters worse he felt as year followed year that his talents lay in the direction of a business career and not in the teaching profession. This naturally did not tend to increase his efficiency as a teacher.

"No man can make a success of his vocation when his heart is not in it," was the thought that often came to him.

The crisis came when Paul, after five years of teaching, had a dispute with the chairman of the board of school trustees. The trustee was an abrupt and pestiferous fellow, and as a red rag is to a bull, so was he to Paul. They clashed nearly every time they met. On this occasion Paul put on his hat and abruptly left the school, never to return.

There being a small unoccupied store on the main street in his home town, Paul rented it, and within a month had started up as a furniture dealer. The stock, like the store, was small and unpretentious, although with the aid o fa traveller with whom he was acquainted, it was well selected. The limited nature of his capital prevented him from doing the ambitious thing.

Although handicapped by the want of experience there were two qualities Paul possessed which augured well for his ultimate success. He had the faculty of quickly grasping essentials, and was an indefatigable worker. He also possessed another essential business quality. He was of a courteous and kindly disposition. And this naturally tended to give him popularity.

This venture of Paul's took place in the summer of 1913. From the very start he made an heroic effort to make up for his deficiency in experience. He closely studied the pages of the trade newspapers, absorbed all the information he possibly could from travellers, and picked up a good many helpful ideas from rubbing shoulders with retail dealers in other places. And on the principle that the Lord helps those who help themselves, his knowledge gradually broadened and his business increased.

But even after the elapse of a period of six months it was by no means established that his business was founded upon a rock. And that which particularly made his venture uncertain was the fact that at that time the country was well into the period of depression which marked 1914. But Paul

Continued on page 37

Canadian Furniture World
solicits
Photographs of Furniture Stores and Window Displays
SEND YOURS ALONG



THE OLD-FASHIONED KITCHEN DISPLAY USED TO BRING OUT THE DIFFERENCE BETWEEN OLD-TIME AND MODERN KITCHEN EQUIPMENT, AS SHOWN ON NEXT PAGE.

Driving Home the Value of Kitchen Cabinet by Contrast

Contrast between old-time and modern kitchen equipment proves good factor in making sales.

THE era of haphazard household management and kitchen drudgery is gradually disappearing. The woman of to-day is beginning to appreciate the necessity of conducting her household in a scientific manner, and especially that part of the home in which she spends the greater portion of her time—the kitchen. The old methods that held sway in the time of our grandparents and which proved such a grind to the housewife of that day, are giving way to more advanced ideas in kitchen management that work for convenience, sanitation and efficiency.

Kitchen Cabinet a Necessity in Scientific Kitchen Work

The woman of to-day is gradually being educated to the value of modern kitchen equipment. One of the most useful pieces of equipment in this regard is the kitchen cabinet. Every year sees an increasing number of kitchen cabinets installed in households in every part of the country. Live furniture dealers recognize the opportunities for the sale of this equipment which is an essential in every well-conducted kitchen and are featuring kitchen cabinets extensively. The volume of sales by those dealers who make an aggressive bid for such trade demonstrates the possibilities in this line. City and town housewives are not the only ones who are purchasing kitchen cabinets. The farmer's wife is recognizing the need of this equipment in her kitchen just as the farmer has recognized the need of up-to-date machinery in the conduct of his farm.

Contrast Windows Used to Advantage

There are still many housewives, however, who need to be educated to the value and convinced of the necessity of a kitchen cabinet in their home. How can this best be done? A most successful plan used by one furniture dealer was that of driving home the value of the kitchen cabinet by means of two windows illustrating the contrast between the kitchen of a half century ago and that of to-day, fitted with modern equipment. The dealer who used this plan with good results was H. M. Purviance & Son, Huntington, Ind., who has sent photographs of the two window displays to THE CANADIAN FURNITURE WORLD. We reproduce them on this and the opposite page.

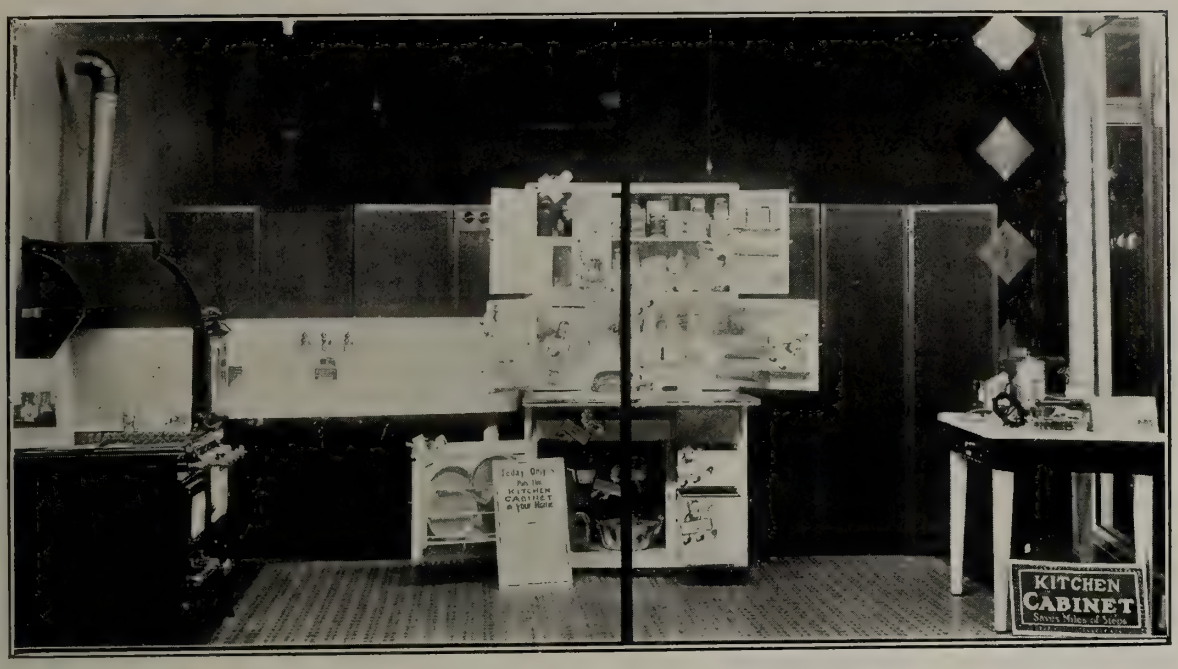
Arrangement of Old-Fashioned Kitchen

The details of the arrangement of the old-fashioned window are worthy of study, a great deal of time and attention being given to the collection of suitable articles to bring out the contrast strongly, and to interest the public. Most of the articles were really used in grandmother days, and were obtained from people in the surrounding district for use in the display. The table was made by a local man, fifty years ago, the clock was over one hundred years old, the flour barrel was made sixty years ago, and so on. The local paper deemed the window of such interest as to give it a write-up, giving the names of the local people from whom the various articles were secured.

Sold $1,200 Worth of Cabinets in Week

They also had a woman dressed in old-style attire to properly set off the window. The modern kitchen was also well arranged to drive home the desired message. These special windows were put in during a dull season, and were accompanied by advertising co-operation. The campaign lasted from Saturday to Saturday and in that time over $1,200 worth of kitchen cabinets were sold.

The results were certainly worth while, and should prove an incentive to other furniture dealers to try out a similar campaign.



UP-TO-DATE KITCHEN DISPLAY FEATURES THE KITCHEN CABINET AS AN ESSENTIAL TO MODERN SCIENTIFIC HOUSEKEEPING.

Scientific Housekeeping Requires a Kitchen Cabinet

Kitchen cabinet is important equipment that reduces the slaving of the daily grind for the housewife.

SCIENTIFIC management in housekeeping means a kitchen cabinet. No other modern invention is more conducive to the saving of labor than this indispensable adjunct of the kitchen machinery. Reams have been written about washing machines, to illustrate their wonderful power of reducing the work of the maid or the mistress, but as "every day is not wash day," despite the old saw, washing machines must yield first place to the kitchen cabinet, for it is this device that reduces the slavery of the daily grind.

According to the English "osler," says an exchange, "It isn't the 'untin' as 'urts the 'orses, but the 'ammer, 'ammer, 'ammer, on the 'ard 'igh road." It has not been the weekly "wash" that has worn out the servant or the housewife, but the daily drudgery of the multiplicity of the steps taken during the day's work in the kitchen.

Kitchen Cabinet Saves Many Steps

Have you ever walked for a long distance over an uneven road? Have you walked over an uneven road, daily for years and years Do you realize the difference between the even and the uneven road in the point of weariness and foot-soreness? If so, you who have kitchen cabinets to market, take them bodily and figuratively to the old towns, to the old houses—where the kitchen floor sags and "billows"—where the tired woman of the house retraces her thousands of steps over the unyielding surface of the old boards, well laid in the beginning perhaps, or hurriedly, and now settled at different levels; here a valley, there a hummock, and over all this fatiguing uneveness the housework makes her countless trips from pantry to stove, from pantry to table, from pantry to sink, and from pantry to the outlying parts of the kitchen, in her efforts to gather together all the materials necessary in the preparation of the three daily meals for the small or large family that constitutes her household.

Kitchen pantries are and have been nearly always dark and without means of ventilation; where the groceries and the vegetables "smelled" in the heat, and froze in the cold. In point of location the pantries have usually been placed farthest from the cook stove, the kitchen table, and the sink, the things to which they were most closely related; the separation entailing the many wearisome excursions to and fro.

Big Field for Cabinets

What a field for the kitchen cabinet, with its compactness, its possibilities for light and air, and its portableness, for it can be wheeled beside a sunny window, or close to the range, anywhere that will facilitate the work of the day.

The intelligent and considerate mistress of household servants should apply to the conducting of her menage all the principles involved in business management, by providing her home with equipment for saving time, labor and expense; no greater factor for the expression of these results can be found than the kitchen cabinet.

Kitchen cabinets are many and varied, built and arranged to meet the demands of all sorts and conditions of culinary efforts, and while statistics show that over a million have been sold, there is still a large and untouched field where judicious advertising will introduce and sell to the intelligent consumer.

There is no denying that there are excellent arguments that can be used in the sale of kitchen cabinets, and a sales campaign in which some real selling effort is put forth will be found productive of good results. The present is an excellent time to put on such a campaign.

Stimulating Mid-Winter Sales in Furniture

A little extra effort will help maintain sales as well as clear the decks in anticipation of spring business.

THERE are two reasons for inaugurating a strong sales campaign at this season of the year. The first of these is the need of maintaining sales at a time when trade is rather inclined to quietude. The second reason is for the purpose of clearing the decks of surplus stock in order to get in readiness for spring business. Both these aims may be accomplished by a little energetic effort in the various selling-departments at this time.

Advertising Is Important

Advertising is one of the important methods of getting after mid-winter trade. It is a time when people are much confined within their homes and reading is much indulged in, with the result that advertising gets more than ordinary attention by those who are likely to be interested in the purchasing of furniture. It behooves the dealer to use space liberally in the mid-winter campaign, for advertising can rightly be described as the fire under the business boiler and necessary in order to keep a full head of steam in the business machine.

A Sample Ad.

We reproduce herewith a February Sale ad. used by Almy's Limited, of Montreal, that will offer suggestions to other dealers. It occupied space fifteen inches wide and twenty-one inches deep in the local paper. It has a number of features that are worth noting. A short introduction explaining the nature of the sale has been followed by individual treatment of a number of lines. Note that appropriate cuts have been extensively used and a short description given in each case.



Well arranged advertisement used by Montreal firm to feature February furniture sale.

Good Time for Something "Different"

Advertising should be backed up by good window displays and interior arrangement. For special offerings blue or red price tags may be used. It is a good time to introduce something "different" in order to stimulate interest. For instance, special displays might be made on Valentine Day with appropriate window settings and show cards and price cards cut in heart shape.

One dealer gave his customers, who occasionally sent orders to the mail order houses, something to think about. He secured several mail order catalogs and displayed them prominently by hanging them in his window. He stuck a big show card on them with the words, "Come in and we will prove to you where we can save you money over this way of buying." Then he inserted a number of live advertisements in the papers of his town offering to duplicate certain particular articles listed in one of these catalogs at the price, and in addition save the freight charges as well as saving delay in getting goods and giving the purchaser a chance to see the goods before paying for them. It had the desired effect.

Feature One Line Only

A plan that we would suggest for readers for the February Furniture Sale is to feature one line especially, during the month. Take beds and bedding, for instance, and make a big drive on this line, impressing customers with the fact that you are specializing on it.

Canadian Furniture World

TORONTO FEBRUARY 1918 CANADA

Getting Lost in Details

The lack of success with many dealers is that they get lost in details. Instead of keeping their time and thoughts clear for the planning and directing of the bigger and more desirable features of the business, they spend the major portion of their time in puttering around over smaller matters that should be delegated to members of their staff who could do them equally, or almost equally as well, and whose time is not so valuable.

A dealer cannot expect to get $25 a week returns from his own work when he is spending his time in doing $12 a week jobs. Relegate the lesser details to cheaper help, and give your time to studying the bigger matters.

* * *

Seeking the Easier Way

Some of the inmates of an asylum were engaged in sawing wood, and an attendant thought that one old man who appeared to be working as hard as any of them, had not much to show for his labor. Approaching him the attendant soon discovered the cause. The old man had turned the saw upside down, with the teeth in the air, and was working away with the back of the tool.

"Here, I say, Jones," remarked the attendant, "what are you doing? You'll never cut the wood in that fashion. Turn the saw over."

The old man paused and stared at the intruder. "Did you ever try to saw wood this way?" he asked.

"Well, no," replied the attendant, "of course I haven't."

"Then hold your noise, man," was the instant reply. "I've tried both ways, and"—impressively—"this is the easiest."

There are a good many clerks—and not a few dealers, too—who approach their work in much the same way as poor old Jones. Their idea seems to be to go through the motions of working without any consideration of what is being accomplished. Such a spirit certainly does not beget success.

* * *

Do You Save Your Cash Discounts?

The retail dealer who takes every cash discount offered, at once places himself in a position of distinct advantage over all competitors who do not. The few cents it means on each dollar does not seem much, but if one were to estimate on the basis of a ten-year turnover, its importance is at once apparent.

To the average retailer, however, it means more careful buying in order to keep purchases within his power to pay within specified time. This in turn makes him a better student of his stock to see what he can keep down to moderate proportions without loss of trade.

It also makes him more careful about the prices paid, as his goods must move freely if he is to make his payments when due. It makes him careful about credits to his customers, as he cannot discount if goods were sold on account to customers of doubtful credit and for a long time, especially if it should be necessary to negotiate with the bank for money to discount.

He could not afford to be a price cutter as that is not the way to be a money making retail merchant. Any man who is making a success of the retail business knows it not only takes money to discount bills, but he has also learned to know that it costs money to do business.

If you who read this should be of the number who discount all bills, I would very much appreciate your letting me know and no one outside the office will get the information, although I think most merchants who discount are proud of it, and would just as soon anyone should know.

* * *

Spurs the Reader Into Action

The proprietor of two furniture stores recently told the writer that his best store managers are those who take and closely read the trade papers. They are the ones who are going to the front the most rapidly.

Such is to be expected. Not only does the trade paper give practical suggestions of value, but it keeps the reader enthusiastic. As we have pointed out before, an important part of the trade paper's work is to impress on readers those things that he should do, and, if possible, spur him on to put them into action. It may frequently tell him things that he already knows, but when you visit a doctor for medical advice he often tells you things to do that you already know you should do, but it is impressing them on you in such a way as will cause you to carry them out that counts. In the same way, one of the important duties of the trade paper is to prod the reader into action.

* * *

Advertising in Small Space

In this issue there appears an interesting article on the profitable use of small space for advertising by the retail merchant. While properly used, good-sized space is always desirable if circumstances are such as to justify it, small advertising space can be used to good advantage, especially if it is changed often and the proper kind of copy is used. The truth of the matter is, that small space used intelligently will frequently bring better results than a good deal larger space which is not backed up by the right kind of copy.

Probably the point that it is most desirable to make, however, is that small space used regularly is preferable to large space used only at intervals. It is the constant pounding away that counts rather than the occasional sledge-hammer blow. And the beauty of

this fact as applied to advertising is that small space can be made good use of.

As a writer in an exchange points out, one thing about small space is that there is no opportunity for the merchant to say foolish things—which might be possible with larger space. Another thing about small space is that a little investment goes a long way and allows of that constant pounding away that brings the big results in the end.

* * *

Insuring the Plate-Glass Window

Talking of fire insurance reminds one of another kind of insurance which should interest most retailers. And that is plate glass insurance. It isn't by any means every retailer that has his plate glass window broken. As a matter of fact it is remarkable that more windows are not broken than there are, when one considers the risk that is run.

How many windows are broken in the country during a year there are no means of ascertaining. The only statistics available show the losses that have been incurred on plate glass that was insured. These show that the losses in this respect last year aggregated nearly a hundred and thirty thousand dollars. While this is not likely to include the total losses it is heavy enough to serve as a lesson to those who carry no plate glass insurance, for the risk of having a window broken is even greater than that of fire, although of course the possible loss is not so great.

* * *

Allow no Loafing

The dealer who wants to keep up with rising costs these days, must allow no loafing in his store. Clerks are not the only offenders in this regard, by any means. There is a good deal of merchandise in many establishments that has it over the clerks "like a tent" in the matter of loafing.

You would not allow your clerks to sit around doing nothing. Then, why should you allow merchandise to be guilty of such an offence? It costs money to keep goods in your store doing nothing, just as truly as it costs money to allow clerks to loaf. Just as you stir up the listless clerk, put a little pep behind lagging merchandise. Make "no loafing" a really, truly slogan in your store.

* * *

Be Accurate

There are two forms of accuracy. There is the accuracy of knowledge and the accuracy of performance. Information on any subject is useless unless it is accurate. Where there is doubt, or lack of corroborative detail, or insufficient data, there must be investigation, checking up and proof. A young man must know. Guesswork does not suffice. Accuracy of knowledge coupled with accuracy of performance puts in the hands of a young man a double barreled gun. That you must hit the mark—if it is aimed right—good marksmanship is, of course, essential. But if you have that, and the double barreled "accuracy gun" is at your shoulder, you are bound to "land on the target."

* * *

Using $25 Time For $12 Work

When Frank Stockdale, advertising counsel of the Associated Advertising Clubs of the World, was in Toronto a couple of months ago, he told a story of how a dealer had been awakened to a realization that his puttering around over details was proving a handicap to him in achieving success.

A traveller called on this particular dealer early one morning and found him busy sweeping the floor. "Do you know what you were doing the first time I called on you ten years ago?" he asked the merchant.

The merchant was rather pleased that the traveller should remember so well the first time he called on him—that he should have created such an impression. He was somewhat taken back however, when the traveller said, "The first time I called on you, you were doing the same thing as you are this morning—sweeping the floor."

It set the merchant to thinking, and he soon realized the very point that the traveller wished to drive home—that he was wasting a good deal of his time in puttering around over details that could easily have been taken care of by a cheap clerk, when he should have been giving his time to more important work.

This very thing is a bad fault with many dealers. They spend much of their time in doing $12 a week work, and expect to get $25 a week results. We do not mean that a dealer should never do any of the lesser work about the store—far be it from such. But, the point we wish to make is that he should not take up his time with work that clerks can do well enough when he could be making more money for the store by looking after more important matters.

Just an example. I know a merchant whom I frequently see engaged in washing the windows as well as cutting wood in the back yard. His advertising is a sight to behold, and is rarely changed. My point is that it would be better business for him to let a clerk wash the windows and devote such time as he generally puts into the work, into the preparation of attractive and sales-creating advertisements.

This is just one instance. Size up your own work and see if you do not sometimes tie yourself up needlessly at cheap work when your efforts should be devoted to more important work.

Make sure your bookkeeping is accurate; that every charge is made and made correctly. Don't let your customers first discover the errors.

Iron Out the War Frown

UPON many an otherwise smiling countenance there is liable to creep in these strenuous days of bitter conflict and universal sorrow, a gloomy expression that develops into a war frown that depresses the feelings and dampens the optimism of those who are trying to face the present situation with a brave front and a determined heart. This tendency to depression is one that each and every person should try to guard against. True, this is no time for outlandish festivity or idiotic cheerfulness that is not in keeping with the spirit of the times, but neither is there any good cause served by wearing a frown of war weariness and depression, nor yet the appearance of actual martyrdom that is adopted by some. There is a happy medium of sensible cheerfulness based on belief in the Allies' cause, and confidence in its outcome—a cheerfulness that speaks of determination and willingness to bear one's share of the universal sacrifice that is demanded.

Most of all is it desirable that business men iron out the war frown from their countenance, for to them the public look to a large extent for guidance in critical times like these. An attitude of cheerfulness on the part of merchants and clerks yields an immense influence on the purchasing public.

GERHARD HEINTZMAN



MODEL C
$225

Phonographs

Demonstrate a
Gerhard Heintzman
Phonograph
—and the Sale is made!

It is an instrument as fine as human hands can fashion.

Not only in outward appearance, but in musical accomplishments as well—such as only a machine of highest grade can produce.

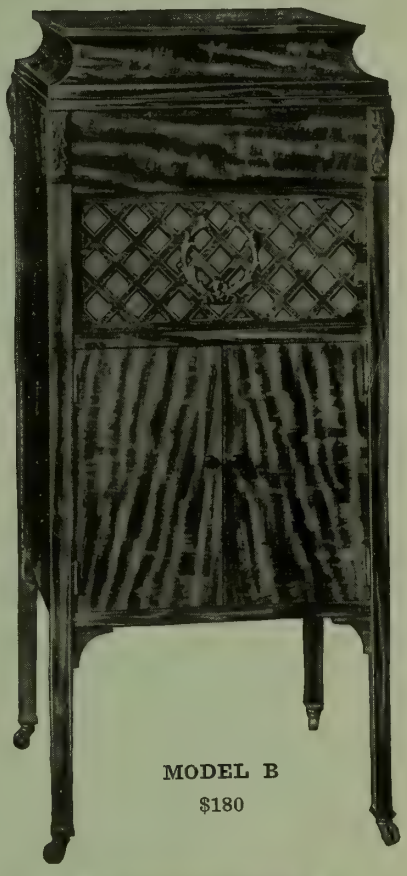
If you carry no Phonographs you are certainly behind the times, for no home seems complete without one. The demand is universal. Make up your mind to take up the highly remunerative line of Gerhard Heintzman Phonographs, and soon you will come to the conclusion that you have made a profitable move.

Highly pleased with its performance, customers will make your firm name better known than ever. Sales will automatically increase.

■

We also supply RECORDS, made by the largest and finest Record House in the world.

■



MODEL B
$180



MODEL E
$400



MODEL D
$300

Gerhard Heintzman

Limited

75 Sherbourne St.

TORONTO



No. 7335—Queen Anne buffet in black walnut, manufactured by Geo. McLagan Furniture Co., of Stratford.



No. 2030—Living room rocker in quarter cut oak, with tapestry seat, manufactured by the North American Bent Chair Co. Ltd., of Owen Sound, Ont.





Buffet and china cabinet, from new suite in Queen Anne design, manufactured by the Meaford Manufacturing Co. Ltd., of Meaford, Ont.

1918 Furniture Exhibitions and What They Showed

Distinct advances made over last year—The new goods and new designs—West coming into its own.

A DISTINCT advance was noticeable in this year's furniture exhibitions over those of 1917, and though the war sentiment is still prominent, there is a growing feeling that the furniture industry and the furniture trade are again coming into their own.

Conservatism has been the keynote of manufacturing and business (except in purely war lines) during the past several years, and while this conservatism is still to the fore, a visit to this year's furniture exhibitions impressed one with the fact that some at least among the furniture makers were infusing life and energy into business by catering to the wants and needs of the retail trade.

Most of the manufacturers stated they were still confining themselves to standard models that had proved ready sellers in the past few seasons and were showing few if any new goods for 1918. Two notable exceptions, however, are The Stratford Chair Co. Ltd., and The George McLagan Furniture Co. Ltd. The former showed a greater number of new designs this past January than they ever showed before at any previous exhibition; and the latter intend bringing out this year a much larger number of new lines than in any previous year in their history. These latter new lines will supplement the more recent additions to the McLagan family and in some cases supplant models that have been on the market for some years.

If one were asked offhand what period seemed most prominently displayed by furniture makers in the recent exhibitions, the answer would readily come—Queen Anne, with William and Mary a strong second. It was noticeable, too, that a partiality was shown for French designs—Louis XIV., XV., and XVI. These seem to be growing in favor on all sides.

Speaking of period designs, a question asked of most exhibitors was, "Is Jacobean as popular as ever?" Most of the replies were to the effect that it was waning, and a further query as to the reason elicited the reply that dealers and housekeepers found it hard to keep clean. There was a notable exception, however. H. Krug & Co. are selling more of it this year than ever before. Sales of this design have been increasing, they say, ever since it was introduced, and certainly they showed a larger range of Jacobean stuff than was placed on exhibit before by them. When it is properly made and finished and colored, they said, Jacobean is a beautiful design, and one that will hold its popularity.

The McLagan Company is specializing a little on a new finish—Old English. This dark-colored finish has a richness which at once attracts the lover of the antique. This color and a multiplicity of designs in walnut and gum are among the newest features of the exhibitions this year. Black walnut and gum wood, while not new, owe most of their present vogue to the war. The rich woods of Southern Russia precluded from export are for a time supplanted by woods from the Southern States. The adaptability of the gum and the richness of the walnut are their commendable features.

In coverings for upholstered furniture there seemed to be no dearth of designs. Rich dark colorings are still to the fore, and some few bright, startling designs made strong show pieces, but they must prove their worth before they can hope to be called for. In parlor suite coverings, however, there were shown some very pretty floral effects. These in panel designs had artistic effect and should have a limited appeal from lovers of nice homes.

The attendance of visitors from the West was most gratifying, and it spoke well for the development of the country to see practically every large furniture concern between and including Winnipeg and Vancouver, represented by buyers—and they placed good business, too. Why more of our Eastern men did not come is another story. There was this excuse—the weather—which was about as bad and stormy as it could be. Besides, there are Ontario dealers who feel they can go to the furniture centres at any time.

The educational effect, however, should be an inducement. For the window dresser, the stockman, the salesman, there is an abundance of ideas to be picked up at these furniture exhibitions—helpful plans and hints that will serve to make all who attend better and more capable furniture men throughout the year.

And one thing more: a great deal of praise is due the Stratford furniture manufacturers in the way they unitedly help to entertain their visitors. The evening at the Furniture Club, and the noonday luncheon at the Imperial Rattan plant, gave that touch of personal interest, apart from business, that bridged over any seeming chasm that might appear to exist in the relations of manufacturer and dealer, and made them friends.

STRATFORD

THE Stratford factories made their displays under their own roofs, except the Stratford Bed Co., which made an exhibit of their brass beds in conjunction with The Stratford Chair Co.'s display.

The Globe-Wernicke Co., and The Stratford Desk Co., did not make a special show. Both these concerns have lines that are standard the year round, though are in greater demand, perhaps, at various seasons.

The Kindel Bed Co. Ltd., made a striking display of period livingroom furniture to sell at a reasonable price. In this respect the kodavs and davenos were outstanding. Some of the two-piece suites—kodav chair and rocker—proved of interest to dealers who commented on their advantage for small apartments.

But all the display was not confined to the medium grades. There were a couple of elaborate Chesterfield suites, the upholstering being enhanced by the use of Marshall cushions with 5½ inch springs. The walls of the showroom were draped with the leather and tapestry coverings used.

One section of the exhibit was given over to Chester-

fields, Chesterfield beds, and bed davenports. In another section were shown divans and divanettes in leather coverings. Then there were some stuffed-over suites and oak-framed davenports.

Among the new kodav beds were a number built of steel construction, as well as wood-framed, to sell at a reasonable rate, the company being satisfied with a fair margin on the goods, so that the dealer, too, might obtain a fair profit. The Kindel Bed Co. will demonstrate their goods in dealers' stores throughout the Province this spring.

The Stratford Chair Co. Ltd., made as complete a display of their full line as was ever shown by the company, and they exhibited a greater number of new designs than in any single year in their history.

The chair line occupied the centre of the exhibition hall, and down either side were booths of room-size, in which were shown dining and bedroom suites. The new dining room suites shown were in golden oak and gum, the latter in walnut and mahogany finish. Especial emphasis, however, should be laid on the new quartered oak and quartered gum suites. They looked splendid.

Some beautiful examples of art furniture were shown in new bedroom suites, particular mention being due those in figured and striped gum, ivory and white enamel, oak, mahogany and walnut, all of them new designs; and three suites in natural gum—a Queen Anne, a Sheraton and a swell front—were very fine. The gum in walnut finish would deceive all but an expert who tried to distinguish between it and the real walnut.

The regular line of chairs shown embraced all designs and finishes. There were diners in period and modern, leather and tapestry upholstered, and plain, cane-seated and backed in fumed, weathered and golden; office chairs and stools, rockers, dressing chairs, cobblers, and arm chairs. Also in the chair exhibit were shown some extension dining tables and a number of card tables.

The Stratford Bed Co., showed a few examples of their workmanship in brass beds, in a corner of the Stratford Chair exhibition hall. Some half-dozen new designs were displayed in sleeve posts with husks, as well as a few straight posts. A heavy bed with 2-in. filling was an outstanding feature. Various finishes were shown—bright, satin, ribbon, polet and velvet. The whole display made an interesting and striking exhibit.

The Imperial Rattan Co. Ltd., made a splendid display of their lines in their fine showrooms. First, the company featured their "Old Hickory" line, some splendid examples of outdoor furniture being shown in hickory wood. The workmanship and finish of the various articles in the line were particularly noticeable, for instance, the tables are so constructed that the weather does not affect them, the tongue and groove construction draining off all water when left in the rain. So also with the seats, there is no danger of the bark chipping or splintering, or nails tearing the clothes of a person sitting on chairs or benches. These seats, too, are ideal for the summer house, the verandah and the lawn, or for club or hotel use. The "old hickory" line embraces swings, chairs, rockers, settees, flower stands, children's sets, and a variety of other furniture items.

There was also shown by the company a number of their K line, upholstered and covered in specially prepared cloth and leather, and much attention was given a couple of fibre chairs in very neat designs—an arm chair and a rocker.

In rattan, samples of the company's entire line were shown. A show exhibit was a five-piece rattan bedroom suite in white enamel—bed, dresser, chiffonier and chairs. It was a splendid exhibit. The lamp stands in rattan were also striking.

The George McLagan Furniture Co. Ltd., had a very comprehensive exhibit of their extensive line in their permanent showrooms. Both sides of the hall were divided into furnished rooms, and in these were set out various styles and periods of dining suites. One of the first of these to strike the eye was a beautiful Chinese Chippendale suite in oak; another striking suite was a fumed Jacobean, with a folding-leaf breakfast table as an additional item. Then there were various period suites—Jacobean, William and Mary, and Old English, both these latter decidedly new.

The McLagan Company has of late been making somewhat of a specialty of Old English, and several notable pieces attracted attention. The company intend this year to bring out a number of new designs covering their varied lines and to supplant and supplement some items that have been on the market for a little time. In fact they intend bringing out more new lines this year than in any previous year.

William and Mary, Louis XIV. and Adam Brothers figured in new dining and bed room suites; and several lovely bedroom suites also were shown in ivory enamel and walnut. A walnut suite, Queen Anne style, stood out prominently and was much admired.

Music cabinets and parlor tables occupied a section of the central floor space, and in the next section were a number of odd and fancy tables for many uses—card, library, serving, etc.

The library and hall furniture sections had their own individuality. The former included tables, chairs and desks; secretaries, bookcases and filing cabinets; all the requirements of the office. The hall section was given over to hall racks and trees, seats and mirrors, umbrella stands, etc. All these furniture items came in various woods, styles, finishes and periods.

In a room to themselves were set out the latest addition to the McLagan line, the "Lyric" talking machine. There are many talking machines on the market, but few of them in the "Lyric" class and none of them superior in beauty of design and finish. Some splendid cases were seen, probably the finest grouping of them ever brought together in Canada. Art has entered into the cabinet-making, so most of them were in period designs, one six-sided Queen Anne cabinet made a striking centre-piece in the display. Others shaped like melodeons and library tables, etc., were very fine. Many of the cases were built of walnut, which added to their rich effect.

The "Lyric" plays any disc record, having adjustable arm, and is equipped with automatic stop, a new feature in talking machines.

The Farquharson-Gifford Co. Ltd., in their showroom on the top floor of their factory, made a splendid, even elaborate, showing of upholstered livingroom suites and new tapestry coverings. These latter, used as wall hangings all about the hall, in weights and colorings were distinct, showing that quality was there. The colors of the tapestry were entirely different from those shown elsewhere, some of them with a sheen that was very attractive.

A good showing was made of their Nufold divanette, several of the latest models being displayed. Four new Chesterfield suites were shown, as also were a number of new arm chairs in leather and tapestry upholstering suitable for club, den or livingroom. There were on display "something different" in five Chesterfield combinations—Pullman bed and davenport—with chairs and rockers to match, making very unique suites.

The whole display was, if possible, superior to last year, the company having added a number of new davenport-beds to their line. These, with their Marshall springs, tapestry and leather upholsterings, make a line easy and comfortable for use, besides adding to the attractive appearance of the furniture. Specializing in divanettes and davenports in tapestry and leather coverings, a big showing was made of these in fumed and golden oaks.

Two suites made especially for the show were the talk of visitors. One was covered in black and gold damask, with black velour trimmings, and built on a Queen Anne frame; the other was covered all over in wisteria chintz, with the arms in plain black, and built on Sheraton lines. These suites had low bolstered arms and arm pillows, with Marshall spring cushioned seats, making an exceedingly fine display. In connection with these was also shown a small Chesterfield for a small or medium-sized room. It was upholstered in the popular three-panel style, the background being black with a large American beauty rose medallion and soft-colored foliage. With chair and rocker to match, it had a splendid period effect, being built on Queen Anne lines.

The whole Farquharson-Gifford display was enhanced by being lighted with a number of parlor and piano electric lamps under vari-colored silk shades, which softened the lines of all the items of furniture shown.

The Colleran Patent Wire Mattress Co., Toronto, made a display of half a dozen of their sample spring beds in wood and steel frames in conjunction with the Farquharson-Gifford display. Ed. Bagshaw, who was in attendance on the combined exhibit explained the lock weave, rope edge, and other features of this line. Every bed spring is so thoroughly well made that the company gives a 25-year guarantee with every one of their wire mattresses.

Stratford Mfg. Co. Ltd., showed in their salesroom a number of their newest additional lines. These included a circular meat cutting board of hardwood; a stepladder stool (in the same class as their stepladder chair, though without back and somewhat higher), children's sets—table and two chairs—in polished natural wood and colors; and some new folding chairs and tables.

As well, a representative grouping was made of the company's standard lines—folding camp and lawn chairs with canvas filling and with wood seats and backs; lawn swings; extension clothes racks and clothes driers; bake, skirt and ironing boards; dressmaking tables; ladders and chairs; folding card tables, and kitchen tables. A very commendable feature of the new Stratford kitchen table is the large, roomy drawer; it is wide and deep, allowing a maximum capacity—much larger than any other tables shown. The Stratford kitchen cabinet deserves comment. They drew much attention. Their sanitary and mouse proof features, and their roomy cupboards proved interesting to those who attended the exhibition.

KITCHENER

The Berlin Table Co. displayed a sample line of their dining extension tables in one of the stores below the Auditorium on Queen St., making somewhat of a specialty of period lines—Queen Anne still popular and Louis XVI. growing in favor. These are not new this year. In fact very few of the factories had anything distinctively new to show this year. The tables with satin finish and in walnut, are mostly called for, said Mr. Scully, though fumed is still in demand.

There were a few polished oak tables displayed with diners to match, and several serving tables, china cabinets, buffets, library tables and pedestals in a variety of finishes. Of course the dining tables, all of them fitted with the patented perfection slide and positive extension controller, were the centre of attraction, but it was good to see the extension of the company's line by taking in practically the whole of the dining room furniture requirements. All the tables are fitted with either glass shoes or metal casters.

Crown Furniture Co., Preston. Upstairs in the Auditorium Mr. Moss looked after the display of this company. Making an entire line of bedroom furniture it is hardly necessary to say that a splendid showing was made of this class of furniture in many periods, styles and finishes. There were shown suites in fumed and quartered oak, walnut, mahogany, enamel, gum, in colonial and other periods.

Many novel features were seen in the bedsteads, dressers, etc., and the complete suites took in the whole range of bedroom requirements—dressing tables and chairs, rockers, chiffoniers, etc. The gumwood furniture was especially enticing.

Geo. Hachborn & Co. displayed in the Auditorium a very complete sample line of their upholstered livingroom and parlor furniture, as well as making an extensive showing of their couches. Couches are the big line with this house, some 40 different styles being made. A number of period designs were in display, though colonial seemed to be the favorite.

Both couches and living room stuff were covered in tapestry and leather of many designs and colorings. There was shown a splendid example of livingroom comfort in a Chesterfield suite, the Chesterfield being large, deep and roomy, with removable cushions. The cushions each had 160 Marshall springs, and the seats below were also buoyed up with springs.

All the couches shown, indeed, all the couches made by the company, are steel braced, eliminating all chance of rattle, and coming in any covering—tapestry, leather, velour and Verona—there are couches to suit all needs.

The line of upholstered rockers were comfy and enticing; and a line of hemp screens, which divided the display from its neighbor, were said to be in big demand. Mr. Hachborn was proud of his display, and said the company's sales during this exhibition were bigger than last year.

The Lippert Furniture Co. also displayed in the Auditorium. They made a representative showing of their upholstered livingroom furniture in period designs. In dining room furniture they also made a good display of buffets, china cabinets and diners, many of these built on period and novel modern lines.

A novelty line was a number of nut sets—wooden bowl with metal crackers and picks.

At the end of the booth the Lippert Co. made a first showing of their Lyraphone talking machine, which plays any disc record.

The Lippert Table Co. made a display of their line in conjunction with the Lippert Furniture Co. Dining tables especially were prominent, but a good showing was made of the company's pedestal and lamp line, umbrella stands, jardiniere stands, cigar stands, tabourettes, etc. An extensive range of library tables in period effects was also displayed.

Waterloo Furniture Co. made a fairly representative display of their extensive line, embracing particularly parlor and livingroom furniture. Making a special drive on rockers, spring arm and easy arm chairs, a great number of these pieces were displayed. Their adjustable cushions, light weight, and easy cleaning features proved both interesting and attractive to visitors. Coupled with this was the fact that the cushions are double-faced and can be removed. This, too, makes possible the giving of demonstrations in the spring construction of these cushions.

A special section was set apart for the display of Waterloo parlor and library tables, pedestals and diners, which were shown in walnut, mahogany and oak; and a number of stuffed allover livingroom chairs and rockers had also a section to themselves. In this latter group was a Chesterfield suite, cane panels being used in the pieces, and adjustable round cushions enhancing the suite.

The parlor line was well represented, especial mention being directed to a few period suites showing cane panels in chairs and settees. The Waterloo Co. is specializing on diners just now. They are making a somewhat extensive line showing two styles of legs and two backs, but with various styles of upholstering. The display was made in the Goetz & Hohmeier building, on King street, the top floor of which has been taken over by the company for a permanent exhibition hall.

De Luxe Upholstering Co. made a somewhat restricted showing, owing to demand on space, of their upholstered livingroom furniture and suites. But what was shown was good. Few new lines are being brought out this year, one of them is an Adams design. The line is noted for comfort and beauty.

The D. Hibner Furniture Co. showed practically their complete line. The diningroom furniture was displayed in a separate room, and embraced a large range of buffets, sewing tables, china cabinets, diners, extension tables, in individual items and en suite. These lines were shown in oak, mahogany, walnut, gum and period designs. In this section were also shown music cabinets, ladies' secretaries, and some all-over stuffed and upholstered livingroom suites.

In room No. 2 were displayed the company's general line of parlor and library tables, sectional bookcases, of Humphrey-Widman patent, in oak and mahogany; also card tables, hall furniture, mirrors, seats in all woods and finishes. A couple of special suites were shown in restaurant and den suites—tables and chairs.

The Jacques Furniture Co. showed a couple of new suites in walnut and mahogany, Queen Anne style. These suites included bedsteads, bureaus, chiffoniers, dressing tables and wardrobes. One chiffonier had glass top; the other was without.

A novel lady's secretary was shown, it was a combined writing desk and dressing table. Also shown were dressing chairs, pedestals and bedroom rockers.

H. Krug Furniture Co. made an elaborate display of hand carved and Jacobean period furniture. This latter design is still popular with the company and in much demand by customers, said the representatives. A Chippendale dining table in walnut finish was a beautiful example of hand carving, as also were two library tables, one in oak and one in mahogany.

The hall furniture — tables, mirrors, coat and hat racks, etc.—showed Jacobean and Louis XVI lines. Louis period was also noticed in the livingroom items, where antique oak and antique mahogany finishes ruled, though there were several William and Mary examples in this department.

The cane-topped Jacobean card tables, both round and oblong, seemed just as good to look at as ever, and in fact, Jacobean ran the whole gamut of the library and hall furniture line. In livingroom stuff there were shown club Chesterfields stuffed with real down, with frames in period designs; couches in Jacobean, and Chesterfield-davenport tables for back and ends of davenport.

Other novelties ran to pedestals, writing tables, flower and jardiniere stands, sewing, telephone and tea tables, stools and newspaper racks, all in period designs, with Chippendale and Jacobean predominating.

Baetz Bros & Co. made their display in the Anthes building, and it was one of the most attractive settings of the exhibition. The portable electric parlor, piano, and table lamp line made by the company was used effectively to enhance the furniture showing, the many colored shades making a beautiful effect. These lamp stands come in all woods, designs and finishes.

The exhibit was divided into three groupings, with the Baetz line of parlor tables, pedestals, bookcases, mirrors, table desks, tabourettes, clocks, hall chairs, tea carts, writing tables, tea cases, console tables, hall trees, etc., occupying one aisle of the exhibition hall. Some of these items showed inlaid lines; others were in white enamel, French grey, and one or two Adams effects. A number of period effects were shown, notably Queen Anne, William and Mary, and Jacobean.

The upholstered livingroom line occupied the centre of the exhibit. A Louis XVI cane-backed Chesterfield in purple silk velour was a striking show piece. The end arm rests were upholstered, and removable circular back cushions with dividing bolster added uniqueness to the piece. This Chesterfield was one of a five-piece suite, the other items being built to correspond.

The Anthes line, embracing bedroom and diningroom furniture in complete suites took up the third department. These suites are made up in the prevailing styles—Queen Anne, William and Mary, Adam Brothers, Chinese Chippendale, Hepplewhite, and Louis XVI. All woods and finishes were represented, though striking bedroom suites were those shown in white enamel and mahogany. A Chinese Chippendale suite in walnut was a beauty. In the diningroom suites there was displayed one on Italian Renaissance lines. It was built of walnut, with square table and leather upholstered diners. There was besides the buffet a silver cabinet and a linen cabinet, the whole making a rich and complete outfit to please the most exacting.

The Art Furniture Co. made a very nice display of several new suites in bedroom furniture. Two of them in particular were attractive of much attention. One of these was a Queen Anne design, the other an Adams. Devoting practically all their energies to period designs, the Art Company have made much pro-

gress the past year. Besides the bedroom suites the company are making a fine line of library tables.

The Lloyd Mfg. Co. Ltd., made an extensive display of practically all their lines of baby and doll carriages in their own showrooms. All the exhibits were classy, but there were a number that were especially pretty, both in the body coloring and in the upholstering. The fibre bodies of the cars are now made by machinery and they have an appearance and finish much superior to the hand-woven cars. The machines that do the weaving can turn out the work in about one-twentieth the time formerly necessary. The reversible gears are still used in the construction, enabling the carriages to be used as cradles in the home or to turn completely round against the wind when used outside.

The Ontario Woodworking Co. Ltd., made a small display of samples from their line of baby cutters, children's toys and extension ladders, in the Auditorium building. Sand cars, ridamobiles, doll-walkers, rocking and platform horses, wheeled chairs, and baby rockers of fancy designs were shown. The line is carried by the Lloyd Mfg. Co.

WATERLOO

Snyder Bros. are now making parlor and piano lamp stands in four designs, and samples of these were used to set off the firm's display of their livingroom upholstered furniture, which was held in the factory showrooms at Waterloo. The walls were covered with sample rolls of English and Italian tapestry, the same as used in the livingroom suites.

The predominant finishes of the wood frames were antique mahogany and Jacobean. Among the Chesterfields and davenports were shown a new small upholstered chair, suitable for small rooms and bedrooms. In this, as well as all the other upholstered furniture, the items were on refined lines. Some leather-covered club and den chairs were also shown.

At the end of the large display room were set out the parlor goods, and couches, and in the annex were the "unifold" and "duofold" beds, together with card and den tables, library tables, smokers' sundries, and coat and hat racks.

A special display was made of the firm's line of lawn and verandah furniture, in white and green, embracing rockers, chairs, tables, settees, etc., and a comprehensive showing of mission furniture, which still holds its popularity in certain sections. The office line of desks, an added department of the firm's activities, taking in flat and roll top desks, bookkeeping desks, typewriter desks, board, library and office tables, chairs and stools, made an effective display.

In connection with this display was also shown a number of samples of Quality mattresses.

Woeller, Bolduc & Co. while not bringing any distinctively new things, made a striking display of their livingroom upholstered furniture. Two show chair and rocker sets were an ivory enamelled and a pink enamelled pair.

It was noted that several of the suites were upholstered in new tapestry designs and colorings. The green denim covered line seem as popular as ever, and the leather hassock and footstool line occupied prominent space. The rest of the display was made up of card and library tables, umbrella and coat stands, diners (plain and upholstered) and some livingroom sample suites in allover and part upholstered.

CANADA FURNITURE MANUFACTURERS HELD JANUARY EXHIBITION

A visit to the showrooms of The Canada Furniture Manufacturers, Ltd., at 136-140 King St. E., Toronto, during their midwinter exhibition, revealed some interesting tendencies in the latest styles of furniture.

The days of the heavy mahogany parlor suite is past. To-day "Comfort first" is a watchword as never before. And, curiously enough, in spite of the fact that rattan, a product of the orient, in the manufacture of which German and Austrian manufacturers excelled, is so hard to get, reed furniture has stronger popularity than ever before. Rattan—cane or reed, or both—is featured in livingroom chairs and tables, couches, sewing tables and cabinets, tea carts, smoking cabinets and novelties of all kinds. The bulk of these are in the serviceable brown color, although enamel has a steady demand.

Queen Anne style, popular for the last two years, still holds the floor. A leading Chesterfield, appealing for both comfort and style, has a neat apron, and the legs of this period. Tables and other furniture are to match.

Bedroom suites in white enamel have a strong lead. They are clean and neat appearing, and light up even a dark apartment. Standard styles still hold.

A novel article of furniture which has had a great run in the United States and is being welcomed here, is what is known as a Day Bed. This is a narrow couch, in mahogany, with an adjustable drop headpiece of cane. This drop attachment is found in two styles, at one or at both ends.

One of the neatest importations is a mahogany "Spmet" desk, or escritoire. This reproduces exactly the appearance of the old English spmet. It is delicate and dainty. It is in English brown.

In diningroom furniture the American walnut leads. The styles have not materially altered.

EXHIBIT OF THE GOLD MEDAL FURNITURE CO.

The Gold Medal Furniture Manufacturing Co. Ltd., 211 Van Horne St., Toronto, set aside this season a large section of the finishing department of their factory for a display of their lines. The management report a highly satisfactory record of sales to buyers from all sections of the country.

Enquiry by The Canadian Furniture World as to the leaders, brought the information that with this company the tapestry goods are the best sellers.

The better grades of Chesterfields and easy chairs are most in demand. "You can't make them too good," the manager remarked, "particularly for the Western trade. The farmers have the money. A stuff-over easy chair at $40, and a Chesterfield sofa at $90, represent the standards required by the trade."

In living room furniture the lower priced goods are popular, all in the heavier styles . There is a steady demand, however, for the fumed oak in chairs and rockers.

The Gold Medal Furniture Manufacturing Company's regular lines—felt mattresses, Hercules spring beds, and steel extension couches, also bed davenports and diavenettes are moving well.

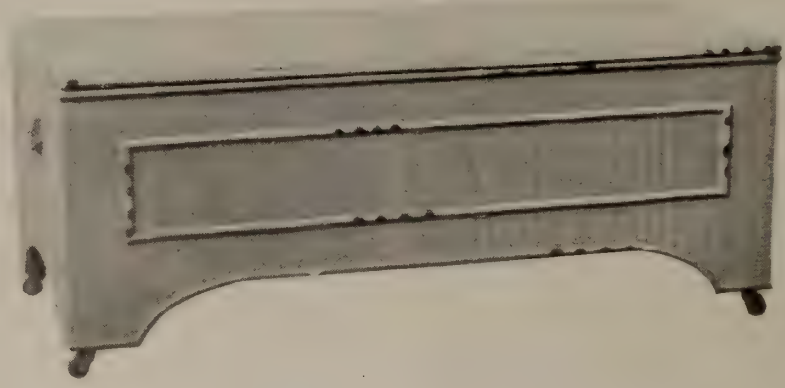
A feature of their display was the large variety of styles in record cabinets and piano benches.

Likewise there was exhibited a wide variety of English, Scotch, Italian and American tapestries, from which a buyer could make a choice.



Attractive designs in rattan furniture being shown by The Imperial Rattan Co., Stratford.





Matting covered utility box, manufactured by D. L. Shafer & Co., St. Thomas. They come in four sizes.



No. 678



No. 682

Two new designs in reed baby carriages being shown by The Canada Furniture Manufacturers, Ltd.

Furniture as a Creator of Better Homes

A suggestion to retail dealers regarding the possibilities of carrying on a series of campaigns designed to impress upon householders the importance of furniture as a factor in making home life attractive.

By WILLIAM LEWIS EDMONDS

"OH, I can't describe my home. It is home, and I can't put its charm into words."

These are the words which Mrs. Gaskell puts into the mouth of one of her characters in "North and South."

While the greatest factor in giving charm to the home is the character of the people that live, move and have their being within its circle, yet another, and an important factor, is the character of the furniture which is present for the comfort of those who inhabit it. One has only to think what a home would be like without furniture in order to form some idea as to its importance.

A Field for the Dealer's Enterprise

In view of these facts it naturally follows that there is an unlimited field for the enterprise of the furniture dealer.

Every householder worthy of the name is ambitious to make his home both comfortable and attractive. And there never was a time in the history of the country when he was in a better position to satisfy this ambition.

Just now, every enterprising retail furniture dealer is giving more or less thought to the consideration of ways and means for developing his business during the new year upon which we have entered. Would it not, while he is planning his campaign, be advisable for him to provide for a series of special efforts particularly designed to impress upon the public the place which furniture occupies in catering to the charm of home life? It seems to the writer that there can be but one answer, and that is one in the affirmative.

That the opportunity exists there can be no doubt. Neither can there be any doubts as to the results, provided the proper methods are employed to bring them about.

Opportunities for Home Betterment Campaigns

There are at least four seasons in the year when the dealer can carry on such a campaign. They are spring, summer, fall and winter.

It naturally follows that each and every campaign of this kind should concentrate upon the importance of furniture as a factor in improving and bettering home life conditions.

This, in turn, means that every effort should be specific if it is to have the maximum of effectiveness. From mere generalizing only the minimum of results will be obtained.

Take living room furniture by way of example. Concentrate some effort on that line, care being taken to dilate upon the charm as well an attractively and comfortably furnished living room imparts to the home life. Point out at the same time the lines you have in stock which are particularly designed to produce the desired effect. Give also a variety of prices in order that all sorts and conditions of people may be interested.

The same idea should be carried out regarding den, parlor, diningroom, bedroom, kitchen, verandah and garden furniture.

A specific appeal might be made to those who have sons overseas or have boys returning home from the battlefields of Europe, by pointing out how fitting it would be to have a newly furnished bedroom awaiting them on their return.

Interior and Window Displays

It would help out materially during these campaigns for better homes (for that should be the slogan) if in the interior of the store or in the window, or in both, displays were arranged in as home-like appearance as possible, showing ideal arrangement of the particular line of furniture to which attention is at the time being drawn. The introduction of wax figures would add to the attractiveness of such displays.

Methods of Advertising

It necessarily follows that a campaign for better and more comfortable homes would need to be accompanied by advertising. The advertising should be of two kinds. The first and most important is newspaper advertising. Plus this should be a series of either circular letters or booklets. In both kinds of advertising the copy should be concentrated upon the subject in hand. Don't attempt to work in any extraneous subjects in order to fill white space, as an eastern dealer did a short time ago, when, in an advertisement dealing with livingroom furniture, he informed his customers that "prompt attention was given to funerals." Keep the one thing in mind and concentrate upon it.

There is one thing that can with propriety be worked into all these "better home" campaigns, and that is talking machines, for they do conduce to increasing the attractiveness of home life. So do pictures, carpets, rugs, and heaters.

All that the writer has attempted to do is to throw out a few suggestions with a view to inducing dealers who may not hitherto have thought of concentrating their efforts upon a series of campaigns during the year for the purpose of drawing the attention of householders to furniture as a creator of better, more comfortable, and more attractive homes. The details dealers can work out for themselves. At any rate it is only by individual effort that individual and original effects can be produced.

That the game is worth the candle there can be no doubt. Try it.

REASONS PEOPLE GIVE FOR NOT DEALING AT NEAREST STORE

Goods not invitingly displayed.
Prices too high.
Inferior goods substituted for those ordered.
Favoritism shown in waiting on customers.
Clerks inattentive and ignorant of stock.
Children imposed upon.
Merchants agree to order goods not in stock, and do not keep promises.





SOME NEW ATTRACTIVE SHOWINGS

No. 777 — Tapestry chesterfield with chair to match, manufactured by the Gold Medal Furniture Mfg. Company, Toronto.

No. 356 — New dining-room suite, manufactured by Knechtel Furniture Co., Ltd., Hanover, Ont.



HARRY PAUL'S RETAIL FURNITURE VENTURE

(*Continued from page 21*)

kept pegging away, and as he had no one dependent upon him, his living expenses were at a low minimum.

He gave a lot of thought to window dressing, in which task he enlisted the co-operation of a young fellow who dressed the windows of a local dry goods store.

"It only costs time to dress a window," he remarked one day to a local merchant who was commenting upon the appearance of his window. And then he added: "I would spend more money on advertising than I do were it not for the fact that my capital compels me to keep it down to a small limit."

In fact that was a reflection of his general policy. He played safe, but kept "sawing wood." In other words, he was cautious but energetic, with an eye ever on the alert for new ideas.

When the summer of 1915 came around, and he realized that the farmers in his part of the country were going to reap a more than usually bounteous harvest, and therefore would have more than the usual amount of money to spend, he began to give much thought and attention to the consideration of ways and means for securing a share of the larger trade which he saw looming up in the distance.

"It may be the year of my opportunity," he meditated.

A few days after this thought came to him he made a trip to a town about twenty miles away, in which there was an enterprising furniture dealer with whom he had got on intimate terms and from whom he had obtained many helpful suggestions.

"Say, Paul," remarked this merchant, after they had been discussing the outlook for some minutes, "how would you like to go in with me in getting out a catalogue covering lines which would be particularly seasonable for fall and winter trade? I have been thinking about it for some time. I believe it would bring us considerable business, and would help us to meet the competition of the mail order houses."

"I'd like to go in with you," replied Paul, somewhat hesitatingly, "but I'm afraid I couldn't stand the expense."

"Oh, the expense would not be great. You see we could get all the engravings from the manufacturers. And as it is not an elaborate affair that I have in mind I feel that the cost, when divided between us, would be relatively small to the possible benefit to be derived from it. Anyhow, I'll look into the matter, get an estimate of the cost and let you know. Then you can decide what you will do."

When the cost was ascertained, Paul was surprised at the amount. It was less than he anticipated, and he accepted his fellow dealer's proposition. In the preparation of the copy the two dealers divided the work between them, each taking different lines. When the copy was drafted they had a joint meeting and made such alterations and revisions as their combined wisdom thought necessary. By the end of August the catalogue was ready for distribution. Paul, having the smaller business, took one-third of the total, and his share had his name in bold, black type, on the front cover. He was elated, and at once set to work addressing copies to the residents in his part of the country, giving the preference to the farmers. The names to whom he mailed the catalogue he obtained from the voters' list. A couple of hundred copies he reserved for distribution at the local fall fair.

But he did not confine his efforts to the catalogue alone. For a few weeks he took double his usual space in the local newspapers, and because of his enterprise the local editors gave him a short write-up, in which they not only dwelt upon the preparations he was making for fall and winter trade, but pointed out to their readers the advantage, both to themselves and the town, in dealing with local dealers rather than sending their cash to the mail order houses in the big cities.

"Read Paul's catalogue," remarked one of the eritors, "and you'll see that you can buy furniture and assorted lines of goods just as cheaply from him as from the department stores. And at the same time you'll be keeping your money at home."

And this remark regarding prices was no empty one, for Paul and his collaborating merchant, when preparing their prices for the catalogue, had kept copies of department store catalogues at their elbow, and in the fixing of their figures had been largely guided by those recorded in them.

Paul also gave more than his usual attention to his window displays. In the past he had made it a practice to change his window display once a week. He now did so twice a week. And, as a rule, they were even more attractive than he had hitherto made them. In several of the displays he depicted scenes in home life, in which he was assisted by his young friend from a local dry goods store, who loaned him costumed wax figures for the purpose.

During the local fall fair he served coffee and light refreshments to farmers, in a room at the rear of his store, a card having been sent out to those to whom he had previously mailed his catalogue. Being without a wife he induced his sister to take charge of this part of the program. Paul accounted his effort a great success, for while but few of those who partook of refreshments bought goods, he made many new acquaintances which was fruitful in subsequent business.

As Paul hoped it might be, 1915 proved to be his year of opportunity. When the year closed he found that, measured by both volume of business and profits, it was far better than he had hitherto experienced. How much of it was due to his catalogue venture, and to his other efforts, he could not of course determine. Some of the new business he could trace directly to the influence of the catalogue. So firmly persuaded was he of this, that the fall catalogue has become an annual affair, but he now takes one-half instead of one-third of each issue. During the last couple of years the two retail dealers have also jointly issued a little booklet dealing with spring goods. It, too, has proved a good investment.

"Well," he recently remarked, while discussing his experience with a friend, "I guess that venture of mine in the fall of 1915 was taken at the flood tide all right." And it evidently was. At any rate, he is now riding on the crest of the wave.

Police Magistrate—Well, sir, what are you up here for?

Prisoner—For attending to business, your Honor. I was arrested merely because I opened a furniture store.

Police Magistrate—I can see nothing wrong about that. Is the man's story true?

Officer—It is so far as it goes, your Honor. But he neglected to state that he opened the store at 2 a.m. with a jimmy.

KNOBS *of* NEWS

Fire at Listowel did considerable damage to the fine residence of A. E. Malcolm, manager of the Andrew Malcolm Furniture Co., on Jan. 13.

Arthur M. Tanney, general manager for J. A. Banfield, home furnishers, of Winnipeg, visited Toronto and other eastern points, in January.

R. J. Campbell, of Campbell & Campbell, furniture dealers, of Brandon, Man., was elected honorary president of the Retail Merchants' Association of that city.

M. A. Comstock, of Peterboro, Ont., was a member of one of the rinks from the Liftlock City which visited Toronto recently, and won the Capon-Waddel Trophy.

McNiven & York's furniture store at Guelph, Ont., was damaged by smoke and water through a fire which destroyed an adjoining business block in that city recently.

The Comfort Manufacturing Co. Ltd., of Toronto, has been incorporated with a capital stock of $40,000, to manufacture bedsteads, springs, mattresses, etc.

The death occurred on Thursday, January 25, at St. Michael's Hospital, Toronto, of Edward Hodgkinson, who for the past thirty years conducted a furniture business at 137 Queen St. E., Toronto. Deceased was unmarried and seventy years of age. He was a member of St. Patrick's Church, the C.M.B.A., and Holy Name Society.

On Saturday, January 19th, the wife of Mr. W. H. Grosy, of Grosy & Hohmeier, Kitchener, Ont., presented him with a fine ten-pound boy. Needless to say, Mr. Grosy has been the recipient of many expressions of congratulation from the trade, as the event occurred while the Kitchener-Waterloo Furniture Exhibition was on, and many visitors called at the store of Grosy & Hohmeier, where the Waterloo Manufacturing Co. had their exhibit.

ANNUAL BANQUET OF CANADIAN FEATHER AND MATTRESS CO.

Toronto furniture dealers and salesmen to the number of 125 sat down to the annual banquet of The Canadian Feather and Mattress Co., in the Foresters' Hall, 22 College St., on Wednesday evening, Jan. 16. An excellent repast was followed by a series of addresses by prominent men in the furniture trade, interspersed with musical features.

W. H. Smith, manager of the company, acted as master of ceremonies. M. Love, the president, extending a welcome to those present and expressing the hope that they would enjoy this and other banquets of the company. Among those who delivered short addresses were Mr. H. F. Hardy, manager of the Ottawa branch of the company, who spoke of the value of such get-together meetings; G. C. Shallhorn, of the T. Eaton Company; Robert Burroughes, of the Burroughes Furniture Company; C. H. Lord, of the Adams Furniture Company; Mr. Luke, of the Robert Simpson Co.; W. Shafe, of the Dale Furniture Company; and Mr. Whitworth, of Whitworth & Restall, Toronto.

The chief speaker of the evening was Mr. James Acton, of the Acton Publishing Company, who spoke on "Business Ideals." He dealt especially with the question of service and the important part that it plays in business to-day.

Duncan Cowan led the furniture dealers in their vocal efforts during the evening, and also rendered vocal solos himself. E. West, of the Dale Furniture Company, was also heard to good effect in a vocal solo, while the son and daughter of Robert Muir, of the T. Eaton Co., delighted those present with an instrumental duet, followed by a fine instrumental solo by Master Muir. Mr. Foster also assisted with a vocal solo.

Mr. C. W. Stevens, the secretary of the company, assisted ably during the evening in looking after the welfare of the guests.

JAMES MALCOLM ELECTED MAYOR OF KINCARDINE

James Malcolm, president of the Andrew Malcolm Furniture Co. Limited, was elected Mayor of Kincardine, Ont., at the recent municipal elections. Mr. Malcolm is well-known as a keen and progressive business man, and should prove a worthy head for the municipal council of Kincardine.

Mr. Malcolm is also president of the Pathe Phonograph Co. of Canada.

MIDDLESEX FURNITURE CO. SUCCEEDS DYMOND-COLONIAL CO.

The Middlesex Furniture Co. Ltd., of Strathroy, Ont., which was recently incorporated with a capital stock of $50,000, succeeds to the business of the late Dymond-Colonial Company. J. W. Cameron is president, and J. C. Scott, vice-president, while the directors include R. M. Pincombe, D. C. Ross, M.P., A. W. Bixel, and H. E. Mihell, who is managing director.

The Middlesex Furniture Co., will specialize in bedroom furniture and buffets.

KINDEL BED WILL INAUGURATE SERIES OF DEALERS' HELPS

The Kindel Bed Co. will this spring inaugurate a series of dealers' sales helps throughout Ontario, beginning in February, in Toronto, and then broadening out to Hamilton, Windsor, and other centres.

The helps will consist of a co-operative advertising effort on the part of company and dealer, giving publicity to forthcoming demonstrations. A lady demonstrator will show in the dealers stors and window, how easily the various Kindel be dlines are made up and manipulated. The inducement to sales ought to be beneficial to dealers.

NEWS NOTES OF THE FURNITURE WORLD

The W. W. Kinsey Company Ltd., of Bracebridge, Ont., has been incorporated with a capital stock of $40,000, to carry on the furniture and undertaking business of the estate of the late W. W. Kinsey.

Letters patent have been issued, changing the name of the "Parkhill Manufacturing Company Limited" to that of "Alaska Bedding of Montreal, Limited."

CONVENTION OF SELLING FORCE OF PARKHILL MANUFACTURING CO. LTD.

The Parkhill Manufacturing Co. Ltd., of Montreal, held a very successful selling force convention at their head office on December 27, 28 and 29. The work of the year 1917 was reviewed with considerable interest and a great deal of enthusiasm for better things in 1918 was engendered.

The boys were entertained at the new Princess Theatre on Thursday night, and on Friday night, the annual banquet was held. This was one of the best banquets in the history of the organization.

Bowling Match was Big Feature

Probably what was certainly not the least interesting part of the convention was a bowling match between the selling staff and the factory staff held on Saturday afternoon. It was a very sad affair as far as the salesmen were concerned, who were very jealous of their reputations as bowlers. In fact, they had been blowing about swamping the factory boys the same as they had been doing with orders during 1917. Although defeated, they were by no means disgraced, as they were not in the "pink" of condition after theatre parties and banquets.

The first game they had no luck at all, as the balls seemed to have a fatal liking for going down the "gutters" instead of the "alleys," but this was soon corrected and they improved as the game progressed. Mr. Bradshaw claimed that someone stole the only ball that he ever uses, and that when he found it, the charm that he had put on it was gone. Mr. Roberge went one better and claimed that the pins were nailed to the floor when he was bowling. Henry Charlebois' bowling was interfered with by the "bay window" effect which he has grown lately where his belt ought to be, but claims that he will be in better shape for the next game. Johnny Osgood, Joe Leduc, and Gaspard Towner, were very lucky to make the scores that they did, but they were last seen telling each other how unlucky they were that they had not doubled their scores.

The factory boys say that they knew they were up against a soft thing, and that the following score will tell all that they have to say:

Factory staff—	1st	2nd	3rd
Geo. Buckley	152	177	125
R. E. McBride	135	166	180
Albert Guthrie	108	135	96
Pat. Healy	113	155	133
Leo. Flanagan	122	101	90
J. R. Le Compte	...	133	120
Jack Dougine	136	127	122
Totals	766	994	866
Selling staff—			
R. Bradshaw	102	103	142
L. J. Roberge	116	137	147
H. Charlebois	121	111	107
Johnny Osgood	131	147	151
J. O. Le Compte	90	87	133
Joe Leduc	...	137	132
G. L. Towner	119	165	108
Totals	679	887	920

After the game everybody limped home and got out the old bottle of liniment so as to get in shape for the following Monday, when they were to start "bowling orders" into the factory for the new year.

J. E. ALAIN, MAYOR OF VICTORIAVILLE, PROMINENT IN MUNICIPAL AFFAIRS

Mr. J. E. Alain, managing director of the Victoriaville Furniture Company, who is Mayor of Victoriaville, Que., has been connected with municipal affairs for the past seven years, serving as alderman previous to his election as mayor. In fact, Mr. Alain has always taken an active part in matters connected with the welfare of his town.

Mr. Alain has been connected with the furniture business practically all his life. His father conducted a furniture store in Quebec City, twenty-five years ago. The subject of this sketch, when he graduated from the



J. E. ALAIN
Mayor of Victoriaville, Que., and managing director of the Victoriaville Furniture Co.

Academy of Quebec, went to Montreal, where he took a position in the office of a piano factory. After two years in Montreal he went to the Victoriaville Furniture Company as accountant, and has since been with the company in various capacities—accountant, shipper, and traveller—until finally he was appointed manager, twelve years ago. He is now managing director and second largest shareholder in the company. He is also vice-president of the Victoria Toy Mfg. Co. Ltd., of Victoriaville.

Mr. Alain is a member of the executive of the Canadian Manufacturers' Association, and at a meeting in Montreal, on January 11, had the honor of being elected chairman of the "Eastern Furniture Section."

Talking Machines in the Furniture Store

MAKE USE OF MANUFACTURERS' ADVERTISING

THE dealer should make every possible use of the advertising of manufacturers whose machines and records he handles. The connecting up of such advertising with his store is bound to help in sales.

It should not be necessary to tell the dealer that he should make sure that his name appears in any advertising that the manufacturer does in the local paper in his town, but the writer knows of more than one instance where manufacturer's advertising is appearing in local papers without the local dealer's name being connected up with it. The local dealer is certainly passing up a big opportunity.

There are other ways in which manufacturers' advertising can be made use of, however. Advertisements in the local paper or in magazines can be clipped out and pasted on the window glass when displays of talking machines are made, or they can be used in show-card form in the interior of the store.

If the machine you handle is advertised extensively in the magazines, clip such ads. out and paste them in an advertising scrap-book, that waiting customers may look over. There is a big value in connecting your store up with nationally advertised goods at any time, and in this instance, is likely to be productive of not a few direct results.

Lastly, manufacturers whose machines you handle will always be found willing to supply you with cuts and reading matter pertaining to their machines to use in your own advertising. Don't be backward in calling on them.

VALUE OF LEARNING FROM THE OTHER FELLOW

In a recent talk before the Talking Machine Men, Inc., in New York, Geo. W. Hopkins, general sales manager of the Columbia Graphophone Company, declared that the selling of talking machines was just like the selling of any other line, and that the dealers in this trade could profit materially by studying the systems and methods followed by those in other lines of business. He declared that the average retailer was too prone to take a narrow view of his business, and worried over the solution of his own problems instead of taking a broad view and seeing how the other fellow had, perhaps, solved that same problem. "Watch for the man who is going ahead by doing things in an original way. He is the man worth meeting, and the man I try to meet. Every time I buy anything, whether clothing, food, or any other article, I listen to the salesman and very rarely do I come away without some new thought on merchandising. That is applicable to a sales talk on Grafonolas."

Another danger, declared Mr. Hopkins, was for the dealer to endeavor to do all the important work around the store himself and leave for his employees only unimportant details. Such a man is simply doing that which he is paying others to do for him, said the speaker, and he would find results much more satisfactory if he would allow his clerks to attend to the running of the store and confine himself, as far as possible, to getting in personal touch with every customer—putting himself in the position of floor walker, for instance, and greeting every new arrival at the door with a smile and a handshake. It is this injection of personality into business that proves a tremendous factor in winning success, and also encourages the salesman by getting him out of the idea that the boss is simply hanging around to take sales away from him, and, with the sale, the credit that should be his, and perhaps some commissions. "Treat your salesmen in the light of partners," said Mr. Hopkins. "Make them a part of the business, and each, if he is worth his salt, will realize that it is going to mean something to him, and puts forth greater energy. Let each salesman take his regular turn in trimming the window and having charge of some department in the store. He will thus realize that he must work against competition and the added responsibility of throwing him on his own resources will cause him to work that much harder and put just so much more interest in his efforts."

The co-operation of salesmen, he said, was an absolute essential in every business, and that no selling or advertising plan could succeed without that co-operation.

I AM THE TALKING MACHINE

By Charles E. Byrne

I am the Talking Machine.

The jewels of Music are the treasures I bring you.

From my heart comes the tenderest lullaby—the sacred hymn—the melody of romance—the song of songs.

To the young I tell of happiness, of fondest longing, of hopes fulfilled and thrilling conquest.

To the old I give comfort and sweet contentment and golden hours, in which the memories of the past arise through the mists of enchantment.

The noblest impulses awaken at my call.

Inspiration, the passion to achieve and the thrill of Ambition are born of the dreams that my minstrelsy weaves.

I am the heart's desire—the faithful companion of all mankind. Castle and cabin resound with my singing.

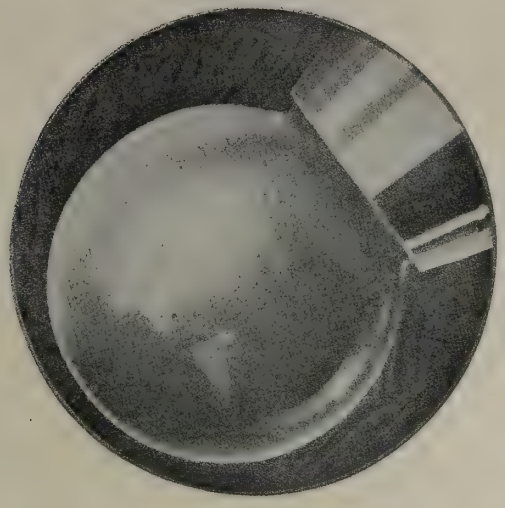
My voice enthralls the ruler in the palace and delights the pioneer in the depths of the wilderness—for it is the voice of Friendship.

Children claim me as their comrade, because of the goodness and gladness and laughter I instil in their hearts.

I am the herald of Enlightenment, I bear the torch of Learning and lead the way to Culture.

My message is Cheerfulness, Entertainment and Education.

I am your obedient servant—The Talking Machine.



PATHE GUARANTEE

We guarantee every Pathe Record to play at least one thousand times with the Pathe Sapphire Ball, without impairing the unexcelled beauty of tone.

The Biggest Little Thing in the Trade

The Pathe Sapphire Ball!

It is small—that tiny, rounded, jewel-polished sapphire.
But it's BIG in its selling points.
The vast new world of music embodied in the record repertoire of

THE PATHEPHONE

That record repertoire is something new to unfold to the prospective buyer.

Music of which America still knows little—the great voices of all Europe; the romantic gypsy orchestra; the famed military bands, the songs and music of the lands that live romance; the brilliance and beauty of a world of art so far a closed book to most Canadians.

To say nothing of the regular monthly list of up-to-date sentimental and popular song successes and dance hits.

Pathe voices are voices to TALK about—the voices of Lucien Muratore, Claudia Muzio, Slezak, Cavalieri, Bispham, and a host of other world-renowned voices—

And here's another big point. Pathe TONE—it sells itself!

That's the artistic side of THE PATHEPHONE.

Here's the practical side:

No needles to change!

The Pathe Sapphire Ball is permanent. It never has to be changed.

Pathe Records play 1,000 times! The Pathe Record Guarantee is one of the biggest record-selling arguments in the world. Read it—it's worth your while!

The Pathephone plays all makes of records! Each Pathephone, at any price, is equipped to play not only Pathe Records, but all other records.

Pathe Prices—$45 to $350—a price to fit every income!

And last, but not least, the mere name "Pathe" is a confidence-creating force in itself!

Pathe Frères Phonograph Co. of Canada, Limited



Factories and Head Office:

4-6-8 Clifford Street, TORONTO, Canada

Western Distributors:
R. J. Whitla & Co., Winnipeg, Man.

Maritime Province Distributors:
H. L. Hewson & Son, Limited, Amherst, N.S.
C. W. Lindsay, Limited, Montreal.



Developments of Talking Machine Industry in 1917

The past year has witnessed a distinct progress in all branches of the trade.

IN the December number of THE CANADIAN FURNITURE WORLD, the development of the talking machine industry during 1917 was dealt with. The comments of the Talking Machine World on this same question will no doubt prove of interest to all branches of the industry. It says:

"It was to be expected, naturally, that there should be definite progress made in the talking machine trade during the year, and a review of the accomplishments during the last twelve months indicates that the expectations were well founded. The developments, however, have not been alone along lines of industrial expansion, nor have they been confined to mechanical improvements, but have been marked most forcibly by the marketing and exploitation of the period styles.

"From a mechanical viewpoint it is quite possible that the various instruments included under the broad head of talking machines have not reached the peak of perfection, for an acknowledgment that such is the case would indicate that the industry must either stand still in that particular, or accept the only other alternative and slide back. In the matter of production the trade will be fortunate if the total for 1917 approximates those of the previous year, for scarcity of supplies, difficulties of transportation and other factors growing out of the war have all had their effect on the factory output. The introduction and development of the period styles, therefore, is to be accepted as the logical move.

Talking Machine Has Won Definite Place

"The talking machine as a music producer or reproducer has won a definite place with the public. It is established and recognized, thanks to untiring publicity and energetic exploitation. Attention has been directed in the past to the mechanical and musical side, to recording the best there was in music, and also toward the most advanced mechanical improvements for reproducing that music naturally and satisfactorily. The accomplishments have been great.

"It has been recognized, however, that in the matter of cabinets there have been limitations, and there are undoubtedly thousands of well-to-do people of artistic sense in the matter of interior decoration who even in their music demand harmony in appearance as well as harmony in sound. The fact that in purchasing a talking machine they have been compelled to accept the type of cabinet exactly the counterpart of cabinets to be found in thousands of other homes, has caused more or less of a jar, for a mahogany cabinet, no matter how elaborately designed, does not fit well into, say, a Louis XV interior. Recognition of this fact by talking machine and phonograph designers has resulted in the production of a number of period styles by several leading companies that should serve to meet every normal demand.

Period Designs Well Done

"The designs for the most part have been well done, and particularly in the English periods art has triumphed over the mechanical, and the cabinet design rather than the machine has received the consideration. The result has been a production of styles that to the ordinary eye might represent anything but a talking machine. They are really beautiful pieces of cabinet work ranging in form from commodes down to secretaries, that are intended to fit in and harmonize with the furnishings of a room, without a jar.

"There are some designs that are still open to criticism from the standpoint of the period decorator, but it must be remembered that the talking machine in cabinet form has been long established, and that at one blow to subordinate that long established type to the demands of a certain period is to expect too much. As new styles are put out it seems very likely that the real spirit of decorative art will make itself more apparent.

A Broadened Field

"The introduction of period styles broadens the field for the talking machine dealer many fold, and gives him a brand new argument. He needn't confine himself to the mechanical or musical possibilities of his machines, but can bring to the attention if the possible customer the real artistic merits of the cabinet. In other words, to be plain, he can offer a most desirable piece of furniture and incorporate in it a musical instrument. It means that the sale limit has moved from a few hundred dollars into the thousands, that the wealthy customer who before could only legitimately be asked to spend comparatively small sums can now be offered a product that runs into real money, and at the same time be confronted with the argument of exclusiveness.

"To the lover of the beautiful there is almost as much charm in fine furniture as there is in music. The demand for harmony is just as insistent, and that the trade are now able to make capital of this fact means that the opportunities of 1917 have been grasped to a most satisfactory degree.

"The introduction of period styles has not, however, called a halt on mechanical improvements. These have been frequent, and probably will be frequent for a long time to come. New types of motors, new reproducers, subtle mechanical touches here and there looking toward general betterment have all been offered. In the matter of music new names of international prominence have found their way into the record lists. The idea of bringing the voice of the artist into the home has not been lost sight of for an instant, and the result is apparent in the new material which has been offered to the talking machine owner. The remarkable advance in the matter of music has been the successful recording by great symphony orchestras—not simply orchestras, capable though they might be, that have been organized for the particular purpose of recording, which to the initiated conveys much, but orchestras of 75 or 100 pieces or more, whose music has been recorded with a faithfulness that is praiseworthy.

"Each year sees formal limitations of the recording room broken down and new marks set at which to shoot, and in the long run this would seem to be the proper attitude. It is what is on the record that counts. That is where the music itself is recorded, and no matter how elaborate the musical reproducing medium, no matter how artistic the cabinet, there can be brought to the ears of the listener in the home only the music that has been recorded on the record."

Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES: ELYRIA, OHIO; NEWARK, N. J. PUTNAM, CONN.

CHICAGO ATLANTA SEATTLE CINCINNATI TORONTO
Lumsden Building

By Helping Your Dealer You Help Yourself.

For Phonograph Building

NO BETTER MOTORS MADE!

AND SO WE STATE WITH EMPHASIS THAT THE BETTER THE MOTOR, THE LARGER THE SALES; IT HELPS THE DEALER, IT HELPS YOURSELF.

THE

HEINEMAN MOTOR

Known the world over as "The Motor of Quality," is the natural response to the insistent demand for a GOOD motor, giving GOOD service. Recommend it as such —You make no mistake!

THE MEISSELBACH MOTOR

Every modern idea in motor construction, every new improvement in motor building machinery, every new method in factory efficiency, every possible advantage that mechanical experts could suggest, are incorporated in the Meisselbach and Heineman Motors, recognized wherever Phonographs are made as THE PERFECT MOTOR FOR MACHINES OF HIGHEST GRADE.

DEAN NEEDLES

Prominent dealers recommend and sell the Dean Needle. They know it is as good a needle as ANY—and better than most. We own and operate the John M. Dean Steel Needle Plant, and so your best interests are protected. The advantage of the combination is YOURS.

MEISSELBACH

TONE ARMS MOTORS SOUND BOXES

THE PHYSICIAN'S ATTITUDE TO TALKING MACHINE MUSIC

BEYOND all doubt it has been established that music has a beneficial influence upon health. On this account, and in view of the ease with which talking machine music can be secured, physicians as a class should be one of the most friendly towards the talking machine trade.

Cases are often cited where the family physician has prescribed music in addition to certain medicine, and yet these cases are too infrequent. Whether or not this is due to lack of enterprise on the part of the trade, there could be considerable good done by having doctors who were better informed on the question of music.

Inducing Sleep by Music

This journal recalls the case of a business man who found it hard to get to sleep at the hour he desired, and even then he seemed to have lost the power to sleep soundly. He consulted his physician, and among other things it was suggested that he should indulge in a half-hour's music each evening before retiring. He purchased a talking machine and made good use of it. For his purpose he found that the playing of violin, 'cello or some of the violin, 'cello and piano records, with soft needles, did him the best service. Every evening between nine and nine-thirty he would put on records of this class and enjoy the quiet music until ten o'clock, when he would retire. For the assurance of this proof of great benefit we have his own statement. If physicians all over the country acknowledge, as they do, that music can be a great help for certain physical ailments, why do they not prescribe it more frequently than is the case? According to Edward Bok, the well-known Philadelphia editor, physicians are not as well informed on the nature of the benefits of music as they might be.

Mental Refreshment

This is his experience in his own words: "The man who often stands between the business man, and not only his enjoyment of good music, but the refreshment that he would derive from it, is the physician. It has become a positive fetish with the average physician to counsel the so-called 'tired business man' not only to keep away from the serious dramatic performances and attend the 'lighter shows,' but from the opera and the concerts where 'they give highbrow music,' and to encourage his attendance upon musical comedies and shows where 'he can have a laugh' and forget his cares! The trouble is that this average physician does not himself understand the mental refreshment that comes from listening to a program of good music, and with this ignorance full upon him he steps outside of his profession and counsels his patient about something of which he is absolutely ignorant. I have again and again listened to this counsel from physicians and followed their advice until I awoke to the fact that they didn't know what they were talking about.

"I recall now six different physicians under whose care I was at one time or another, and four of them have acknowledged to me that so far as music was concerned they were stone-deaf. I have heard other physicians disclaim the slightest interest in music, and I wonder if stone-deafness in music is characteristic of the medical profession. One thing is certainly true of this advice of physicians that I should keep away from 'highbrow' music, as they called it: I used to dread the coming each week of the Philadelphia Orchestra concerts on Saturday evenings for fear that I would be taken and asked to 'exercise a brain already tired from the week's work.' Then, one evening, I went. The result was, of course, that I was absolutely refreshed: my mind was taken out of its rut and quieted. Now I go every Saturday evening, and always with the same result. The time of duration of a symphony concert is, to my mind, just right for a man to whom the beauties and benefits of music are opening up. Three hours of opera is unquestionably a strain: the unmusical mind cannot take in so much, and the man often goes home tired and at a late hour, which is not conducive to his early rising the next morning fit for a day's business. But the hour and a half of a symphony concert is about the best 'first step' that I can imagine for a business man to take if he wants to try the entertainment and refreshment that an evening of music holds for him.

"It is high time, to my mind, that the physician shall cease his uninformed counsel to patients about a subject that he knows not of: that he shall find out for himself what an evening of good music can do for a tired man; or, failing this, that the tired man shall discover for himself, as I did, that while the physician may be competent to give medical advice, he is not always equally competent to tell a man from what kind of an evening's entertainment he can derive the greatest pleasure and mental refreshment."

If, then, physicians could, and should be a strong influence in advancing music for health building, which is only another phase of "music in the home," and if physicians through lack of accurate information are not exercising this influence, it would seem to be good business for talking machine dealers and salesmen to make it a point to convert every doctor in their territory to the belief in music for health. The average doctor is a hard-worked man, and it is perhaps due to the fact that his hours are whenever the call comes by day or night that he does not get time to develop his own musical nature. This journal believes that it is unnecessary to outline any scheme for getting doctors to look at talking machine music from a new angle. Any resourceful salesman, if seized with the advantages that might accrue to his business from the doctor's friendly attitude, may surely be left to his own resources to make every physician in his community a prescriber of music for better health.

TALKING MACHINE NOTES

The Edwards Furniture Co., Sherbrooke, Que., have added a talking machine department.

The T. F. Harrison Company, furniture dealers, of Kingston, Ont., report excellent results from their new phonograph department.

The Wilson-Laird Phonograph Co., New York, has announced the appointment of the Hawthorn Mfg. Co., of Toronto, as Canadian distributers for the Bliss reproducer.

G. W. Hopkins, of New York, sales manager of the Columbia Graphophone Co., delivered an impressive address before the Montreal Publicity Association, recently.

Ralph W. Knox has been appointed advertising manager of the Columbia Graphophone Co. He was formerly assistant general advertising manager of the American Chicle Co.

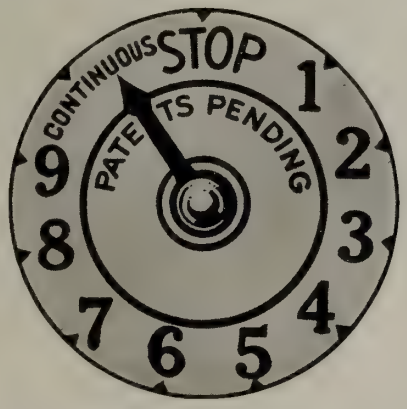
PHONOGRAPHS

When you have made up your mind to start the highly profitable sale of phonographs remember this: that distinction in what you offer for sale lifts you above competition.

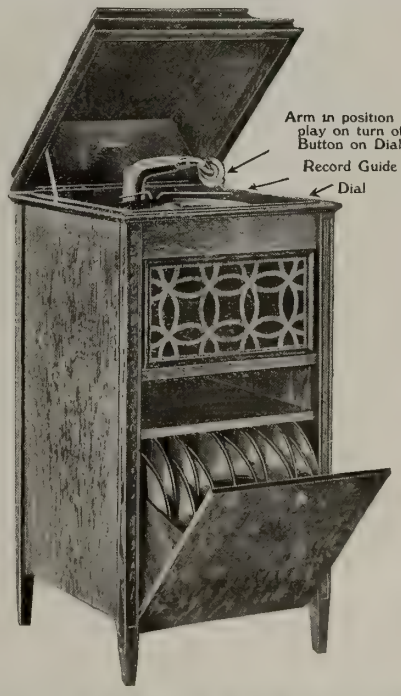
Distinctive in musical qualities, appearance and operation, these points put **THE WALKER TALKER** far to the fore with people who recognize merit and novelty—and buy accordingly.

The Walker plays every make of Disc Record, reproducing true the tone and shading of the artist. It plays or repeats a record any number of times and then stops at your will.





The WALKER is fitted with the BROOKS AUTOMATIC REPEATING DEVICE and operates with a large double spring motor, which plays the regular 10 inch record ten times on one winding. The Electric Motor is best ever designed for this special purpose, is silent running and non-heating. It is adjustable to the voltage of any city lighting current—direct or alternating. A special feature is the electric governor which admits of the currents fluctuating thirty volts without affecting the speed of the motor. In ordering give voltage and number of cycles, also if direct or alternating current.



Guaranteed to be equal in tone quality to any talking machine on the market, regardless of price.

The Walker Bin & Store Fixture Co.

LIMITED

KITCHENER, ONTARIO

Some Essential Qualities of Talking Machine Salesmen

An interesting article from an exchange setting forth some qualities that are essential to the success of the talking machine salesman.

NOT everyone stops to consider that, in reality, a polite man and a politician really mean the same thing. So, for that matter, does a policeman. Policy, police, politics and politeness all have a common root; though they seem far enough apart sometimes. They all hark back to the old Greek word polis, which means simply "city." That explains the politician and the policeman, of course; but likewise it explains the polite man. For he is the "man of the city"; who knows how to be courteous (that is, accustomed to the ways of a Court) and how to be urbane (which is what our Roman ancestors called the quality of "cityfiedness," as you might call it). Yes, the polished way (polis again) is the way of the city, the polite way, the urbane way. And just as the city is the real sign and symbol of modern civilization, so also the polite man is essentially the modern man.

Value of Politeness

Politeness, however, need not be confined to the city man, for the small-town fellow can have it too, even though he does not always have as much of it as would be agreeable. But when the small-town fellow happens to be a talking machine salesman he finds politeness his need in more ways than one, and so becomes a city man without always knowing it.

Certainly, the salesman must needs be a polite man, no matter where he may be domiciled; but the politeness which should be his is not the politeness of Lord Chesterfield, the politeness of wigs and hoops, of sedan-chair and minuets by Corelli. It is not, in short, the politeness that murmured under its breath at bluff Dr. Johnson, and was all artifice and synicism, all stiffness and mechanism, that was too unnatural to live; and so died with its mother, the eighteenth century.

The politeness of to-day neither grins, nor bows obsequiously. It is not the trained servility of the man-servant who lifts not his eyes, nor the odious familiarity that claps on the back and pretends to an acquaintance it does not possess. It is not the smirking of the village cut-up among a bevy of girls, nor the stilted formality of the old-fashioned mid-nineteenth century maiden afraid that every man had designs on her. Our sort of politeness is of another sort.

Gradually in America we are evolving a business ideal of politeness. Every man who, like the talking machine salesman, has much to do, in business relations, with the opposite sex, needs to know the basis of this manner and adopt it sincerely for his own. Yet it cannot be made one's own unless one believes in it.

Our American style of politeness is becoming based upon a recognition of the truth that we are finding profitable in advertising; namely, that a sincere statement of facts, presented without boasting and also without servility, wins; and wins because it is right, not because it seems superficially pleasing.

Sincerity and Truth

A salesman who is dealing with women to a large extent and who has to sell expensive talking machines needs to know to-day that sincerity and truth-speaking are the foundations of the only kind of politeness that may be depended on to carry him through every kind of difficulty. To-day it is not necessary to flatter a woman customer, or to be formal with her. It is only necessary to speak the truth and to treat her with the same respect one would give to the women members of one's own family. It is most decidedly not necessary, either, to agree unqualifiedly with every silly or thoughtless statement a customer may make, whether that customer be man or woman. For the question may be asked by one who knows its erroneousness but wishes to be set straight. In any case, to agree with those who know themselves to be ignorant in the specified direction, though they do not perhaps confess it, is to destroy all belief in one's sincerity. When that belief has vanished from the customer's mind, there is slim chance of doing satisfactory or any business.

Overcoming Erroneous Ideas

It is a fact unfortunately true that the general public have obtained some false ideas concerning our business, the profits in it, and the degree of credibility to be assigned to the statements made by salesmen. In consequence of this, it has become the practice for many large houses, and is rapidly becoming the practice of them all, to insist that statements made by salesmen shall be strictly truthful and shall entirely avoid any knocking of competitor's goods. What is this policy but a recognition of the fact that the truest politeness is to tell the truth, and let the merits of the house that offers the goods speak for themselves?

But no one need, or should, suppose that, therefore, the salesman is under less obligation to be courteous. There is all the difference in the world between familiarity and politeness. The old-fashioned familiarity was always based on insolence, and therefore always on lies; because one who takes liberties pretends to believe in the existence of something that does not exist; namely, a right to intrude his personality upon another.

Business politeness, in these days, is based, as was remarked, on sincerity and truth-telling. Now, sincerity and truth-telling cannot be practiced without involving also the development of a better regard for the feelings of others and less insistence upon one's own supposed personal rights. The day is rapidly passing when it is considered an infraction of one's rights to be required to refrain from smoking in a piano wareroom, or to be expected to keep one's speech free from profanity and objectionable slang. That the average salesman should consider it his duty always to be ready, at any time of the day, to talk business with a lady is no longer a matter for argument. One recognizes the necessity instinctively. Nor is there any longer an excuse, in popular usage or trade custom, for permitting the continuance of any method which contradicts the modern definition of business politeness; which is the habit of telling the truth and of being sincere, without familiarity and without rudeness.

The processes whereby the manners of a people are developed cannot be called rapid upon the most charitable of constructions; but they are perfectly sure. The

superficial observer may question whether the rising generation shows any real improvement in respect of politeness over the standard of its fathers; but, in fact, all signs point to a gradual and steady advance in this respect. Those who belong to the older school may well remember that the moral and social standards of our national life are steadily rising, that behavior which, twenty-five years ago, was accepted as usual—even expected—in business offices and warerooms, would now be considered intolerable.

An Even Temper Needed

The professional talking machine salesman needs to possess, above all others who engage in retail business, the priceless asset of urbanity. To be even-tempered, truthful, calm and courteous, in all situations is to be successful in every line of endeavor. But such qualities are especially valuable in the business of selling talking machines and records. To effect the sale of an expensive instrument in the face of stiff competition, with on the one side ignorance and its accompanying suspicion, and on the other side an unscrupulous competitor, is not always easy; but it is quite impossible for the man who is not a gentleman by instinct. The bully, the offensively familiar, and the insincere, can never efface their real nature in business contests of this sort. Only the gentleman can keep his temper and his head at the same time, while telling the truth and exposing the lie. To have these qualities as part of one's make-up is to be that paragon a truly polite man, in the best and truest sense of the term. It is also to be a successful salesman.

No man can acquire such winning qualities by wishing for them. If he wants them only as weapons wherewith to make sales he will be disappointed. But if he cultivates true politeness, by telling the truth, and trying to be sincere, straight and respectful, without servility or rudeness, then he will acquire these qualities, and with them success.

DEVICE FEEDS NEEDLES TO MACHINE

A magazine with a capacity for a number of talking machine needles has been patented, which attaches to the second box of a phonograph and is so made that the steel points can be fed into position one after another as needed, with a minimum of inconvenience. The chamber consists of a slender tube, at the lower end of which is a chuck, by means of which the needle projecting from the end is held in position for use. The other needles are kept from pressing down against the bottom one by a spring that projects through the side of the magazine and can be withdrawn when the operator wants a new needle dropped into place.—Popular Mechanics.

VOICE RECORDS OF SOLDIERS

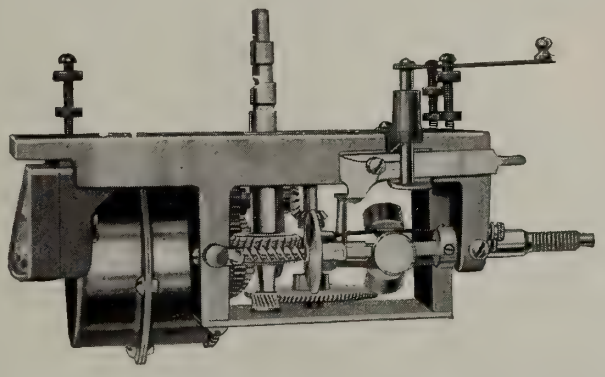
At the Museum Association conference held in Sheffield, Eng., recently, it was suggested that every town should arrange for a voice record from every soldier who returned home, of his experiences in fighting.

The delegates proposing this added that there should be records from prisoners of war telling how they had been treated by their captors, and museums should contain everything that would lead posterity to see, feel and understand the terrible ordeal through which civilization is passing at the present time.

MHM DAYTON MOTOR

Runs Silently **Runs Evenly**

The success of your business depends on the life, performance and quality of your motor more than any other factor. Unless you get the best possible motor you are bringing trouble on yourself, your dealers, and causing dissatisfaction to the user. Dayton Motors give universal satisfaction. Run without vibration, stand up and give long service, please users and build permanent business. The manufacturer of talking machines must build real worth into them if he is to stay in business. Bluff and varnish don't repeat sales—the motor is their life. Make your machine a standard of excellence by using the Dayton Motor, which is considered by manufacturers and users as being



The Best Motor in the World

Made by the best mechanics in the "City of Precision" where National Cash Registers, Delco Starters, Wright Air Planes, Computing Scales, and many other delicate products have developed wonderfully skilled men.

Dayton Tone Arms are universal, playing any disc record. Five styles—all good.

Dayton Reproducers are scientifically correct and thoroughly practical. Two styles.

Build satisfaction into your products by using the quality line—**Dayton Motors, Dayton Tone Arms, Dayton Reproducers.** They will bring you more business and satisfy the most exacting customers.

Write for full particulars.

The Thomas Mfg. Co.

328 Bolt Street DAYTON, OHIO, U.S.A.

Toronto Office: 911 Kent Bldg.

NEW AND NOVEL TALKING MACHINES

The "Walker Talker," is the latest talking machine to come on the Canadian market. It is made by The Walker Bin and Store Fixture Co. Ltd., Kitchener, Ont., and was shown and demonstrated at the recent January furniture exhibition at Kitchener, being shown in Grosz & Hohmeier's store. The "Walker Talker," having adjustable arm and sound box, can play any make of disc record. The special feature, however, is its equipment with the Brooks automatic repeating device, which enables the machine to play and repeat any size of record any number of times, and then stop itself. A small disc like a clock, with a little hand which is moved to the desired number of times the piece is to be played, is set in the top, and after winding, the machine will look after itself.

The Walker machine operates with a large double spring motor, which will play the regular 16-inch



The "Walker Talker," manufactured by the Walker Bin & Store Fixture Co., Ltd., Kitchener.

record ten times on one winding. Or it may be equipped with electric motor—silent-running and non-heating—being adjustable to any voltage, direct or alternating. An electric governor admits of currents fluctuating 30 volts without affecting speed of motor.

This talker is also guaranteed and is equal in tone quality to any other talking machine, the continuous soft wood throat and horn, helping to reproduce correctly the human voice on any musical instrument.

GREAT ACCURACY IN PRODUCING DAYTON MOTORS

The new Dayton motor—the type now being shipped to Canadian customers—is "built like a watch" in Dayton, Ohio, "the City of Precision," by the Thomas Mfg. Co.

An idea of the accuracy required to produce a thoroughly satisfactory spring motor may be gained from the factory's statement that certain parts may not vary over a quarter of a thousandth of an inch—which is about one-fortieth of the thickness of an ordinary hair.

Old-type or long-used machine tools cannot produce this accurate work, and all Dayton motors are made on new machines of the latest type. Some—notably the hobbing machines that cut the various gears used in the motors—are as accurately built as the finest watch, as beautifully finished; and cost thousands of dollars each.

The mechanics who produce the Dayton line are the same high-grade men who have built adding machines. electrical apparatus, time locks, cash registers and the other exact products which have made "Dominant Dayton" famous throughout the world.

The Dayton motor is assembled in a heavy, rigid frame of close-grained gray iron casting. No stamped frames are used even for the smallest motors.

All gears are accurately cut by the "hobbing" process. Bearings are bronze bushed, and end thrust is taken up against fibre bushings.

The upper bearing of the turntable spindle is of the self-lubricating type with micrometer adjustment variable to the thousandth of an inch—which makes it possible to take out all unnecessary play without causing motor to run stiffly.

A new and clever type of micrometer adjustment is fitted to both governor bearings, and these features are covered by patent applications both in the United States and Canada. End thrust of the governor worm spindle is against a hardened steel ball contained in the phosphor bronze bearing.

The brake is of the double-shoe type, which gives much better service than does the ordinary single-shoe type. Either the standard turntable brake is used or a specially designed and high-class governor brake.

PATHE COMPANY HAVE OPENED MONTREAL OFFICE

The Pathe Freres Phonograph Company have opened an office in the Birks Building, St. Catherine Street, Montreal, in order to take care of their rapidly growing business in the Province of Quebec. This branch will be in charge of R. W. Burgess who has proved most successful in handling the wholesale business in Ontario.

Mr. Burgess' place in Ontario will be taken by Mr. C. Le Voi, an experienced talking machine salesman, who was formerly with the Columbia Company, but who has been in charge of the talking machine departments of Jury & Lovell, of Oshawa and Bowmanville, establishing a record for sales which will be difficult to beat in towns of this size.

W. C. WILLSON OF MEAFORD, JOINS PATHE CO.

Another addition has been made to the staff of the Pathe Freres Phonograph Co., in the person of Mr. W. C. Willson of Meaford, Ont., who will act as assistant to the manager, O. C. Dorian. Mr. Willson, who is well and favorably known to the furniture trade, will have charge of the internal organization of the company.

For the past fourteen years, Mr. Willson has been secretary-treasurer and manager of the Meaford Manufacturing Co. Ltd., of Meaford, Ont. Previous to joining this concern he travelled for two years for the Geo. McLagan Furniture Co. Ltd., of Stratford. Last year he was chairman of the Furniture Manufacturers' Association.

With his valuable experience in building furniture, and in the management of an up-to-date factory, Mr. Willson should be a valuable addition to the Pathe organization.

THE PHONOLA

Canada's Finest Talking-Machine
In Different Models from
$18 to $250



Model "C" $32.50

THE

PHONOLA

which we place on the market as "Canada's First and Foremost Talking Machine" attracts customers at once as getting full value for their money.

Its merit and reputation as a Musical Instrument is known, and the cost is so moderate that it offers the Dealers the chance of a lifetime to build up a highly profitable trade.

In all the many parts that go to make a Talking Machine what it SHOULD be, the Phonola excels.

Write us to-day; the longer you delay handling the Phonola the greater your financial loss will be.



Model "B"
Oak, **$45** Mahogany, **$50**



Model "Princess" $135



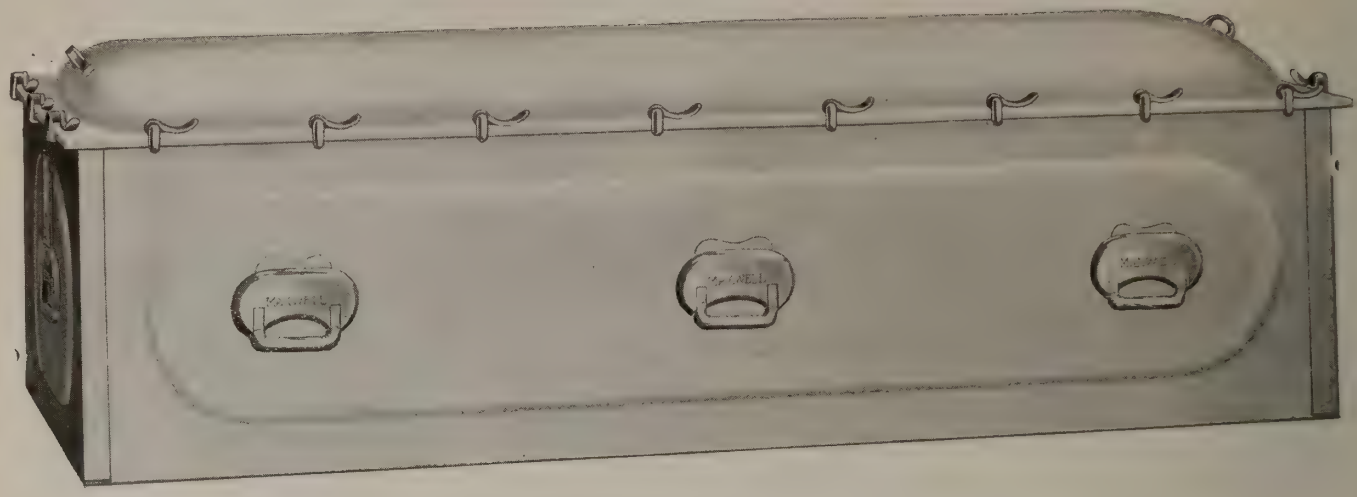
Model "Prince" $175

THE POLLOCK MFG. COMPANY, LIMITED

Manufacturers of the

KITCHENER "PHONOLA" CANADA

Maxwell Sanitary Steel Vaults



Our Customers are Assured of Superlative Quality and Prompt Delivery.

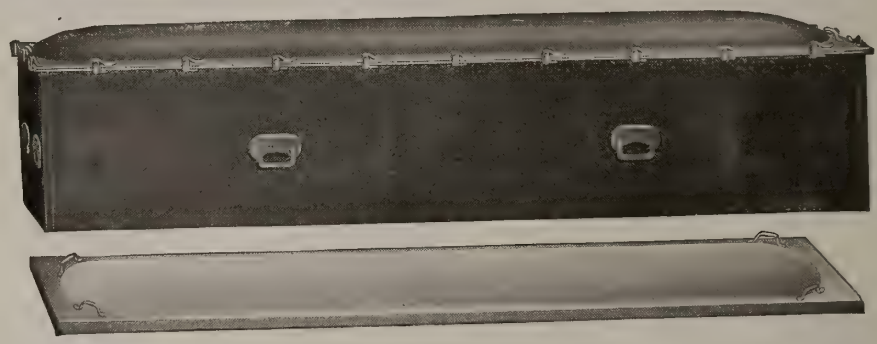
Maxwell Vaults are Abundantly Strong for All Burial Purposes, Yet Light and Easy to Handle.

Superiority Unquestioned Design and Construction Unequaled

Carried in Stock by All Leading Jobbers

Ask for Revised Price List

Maxwell Ambulance Transfer Case



For the Handling, Removal and Transportation of Bodies. An Indispensable Adjunct to the Modern and Progressive Undertaker.

Recent Changes in Design and Construction have Greatly Improved the Appearance and Practical Utility of this Case, and Reduced its Weight, Making it much more Convenient to Handle.

Removable Interior Tray Retains All Leakage and Discharge, and Greatly Facilitates the Handling of Bodies. Handles conveniently placed to enable two persons to remove without difficulty.

Inside Dimensions: 75 in. long, 20 in. wide, 15 in. deep.

Prices: With Tray $30.00; Without Tray $28.00; Tray Alone $5.00

Sold by the Leading Canadian Jobbers.

Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

Undertakers' Department

Problems affecting the Undertaking Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

Aftermath of the Catastrophe at Halifax

Consequences to funeral directors—Who assisted and how they worked—Providing for the future.

Specially written for Canadian Furniture World and The Undertaker
By CECIL E. ZINK
Secretary of N.S.F.D.A., Dartmouth, N.S.

WHILE the papers everywhere have been full of the story of the great disaster which befell Halifax and Dartmouth and the surrounding districts on December 6th, as a result of the collision between the French ship Mont Blanc, bearing a cargo of the most deadly explosives, and the Belgian relief ship Imo, in the Narrows, we believe that many readers of The Furniture World and the Undertaker would appreciate some brief account of the disaster itself, its consequences, especially to our undertakers, and the subsequent measures of the relief adopted and to be adopted. It is for this reason that this article is written. It will necessarily be fragmentary and incomplete, but the effort will be to avoid exaggeration and yet give the story as fully as possible.

The first impression is that of the suddeness of the great disaster. It was a case of "in a moment, in the twinkling of an eye." Where one moment stood houses at which the women were going about their morning work, schools in which the classes had just been opened, churches standing in quiet state, places of business commencing their day's routine, factories, workshops and dock yard, filled with the busy hum of labor, shipping calmly lying at the wharves or proceeding up and down the harbor; the next moment there were masses of ruins, houses converted into kindling wood, dead, dying and wounded lying in every direction, and fires at once beginning from blown down chimneys, overturned stoves and live electric wires.

The completely desolated area covered some two and a half square miles in the north end of Halifax, and practically all of Dartmouth north of the rink and the little settlement of Tuft's Cove. The damaged area covered all the rest of the city, all of the town of Dartmouth, and much of the surrounding country. The more distant and more fortunate houses and stores escaped in some instances with nothing but the loss of practically every pane of glass, but as a rule, even in this district, plaster fell either wholly or in large fragments, every blind and curtain was torn into shreds by the flying glass, many chimneys fell, walls and roofs were racked and damaged, furniture was overthrown and scratched by glass, dishes and crockeryware were smashed in quantities, electric light fixtures were destroyed, and in many places plumbing fixtures were broken and torn from their places.

One very noticeable thing was that at first most people regarded the disaster as far more local in extent than it actually was, many imagining that it was confined to their own immediate neighborhood, and wondering therefore that help was not more immediately rushed in to them and theirs.

The writer of this article was just making some repairs to his car when the explosion occurred, and glass and tools began to fall. Immediately I went to the house to find out conditions there, fortunately all were safe. Thinking it was an air ship, the first impulse was to take refuge in the cellar, but the truth was soon learned.

The streets were soon filled with people with bleeding faces from the flying glass, even the slightly wounded generally bled profusely, and in the case of children especially, mothers often thought them far more wounded than was found to be the case.

FUNERAL DIRECTORS WHO ASSISTED AT HALIFAX

Here is a list supplied by President A. W. Murray, of the N. S. F. D. A., of those funeral directors who assisted the Halifax and Dartmouth men from December 6 to 22, after the explosion on the Mont Blanc, which destroyed a large part of the city, killing 1,200 and wounding about 3,000. Rendering 6,000 homeless:

F. M. Brown,	Pugwash, N.S.
E. C. McLellan	Tatamagouche, N.S.
W. J. Dooley,	North Sydney, C.B.
D. L. McKinnon,	Montague, P.E.I.
J. E. Borden,	Hantsport, N.S.
Geo. Comstock,	Hantsport, N.S.
Tuttle Bros.	Moncton, N.B.
Walter Chapman,	Port Elgin, N.B.
A. E. Lauder,	Hillsboro, N.B.
J. J. Francis,	Sydney, C.B.
C. W. Hartlen,	Milton, N.S.
A. J. Woodman,	Wolfville, N.S.
S. C. West,	Liverpool, N.S.
G. D. Wright,	Liverpool, N.S.
W. Patterson,	Berwick, N.S.
W. C. Hiltz,	Kentville, N.S.
B. L. Lowden,	Sydney, C.B.
J. McKinnon,	Sydney, C.B.
Neal Beaton,	Sydney, C.B.
Ed. Snow,	Musquodoboit, N.S.
A. W. Murray,	Amherst, N.S.
W. E. Read,	Bridgetown, N.S.
Harry Brown,	Springhill, N.S.

Prof. Stone, N. B. Cobbledick, L. W. Trull, Toronto; A. A. Schreiter, Kitchener; and C. W. Brown, Parkhill.

J. McLean, representing the New York funeral directors rendered special assistance that was very much appreciated by the N.S.F.D.A.

One very noticeable impression of the great disaster was the surprising courage and common sense with which practically everybody met it. Where there was wounded everybody at once did all that was possible to render first aid, while those only slightly wounded, disregarding their own injuries, devoted themselves with bleeding faces, to the care of others.

While the day was bright and clear, and fortunately not bitterly cold, everyone realized that to guard the plumbing against the weather and to protect the sick, the wounded and the children, every effort must at once be made to secure shelter from the weather. There was accordingly a general rush for boards, tar paper and beaver board to cover up the spaces formerly occupied by windows. By dint of hard work, the writer was able to cover in all the windows in his house before night, but while thus engaged the dead were being sent in and in the afternoon found it necessary to turn out my teams to bring in the dead. Then again in the night I had to turn my attention to closing up the openings in my undertaking place to protect the people on the street from the sight of the dead. At this time no extra help could be had, and working in semi-darkness made the work very difficult. Undertakers soon began to arrive in Halifax from nearly every part of Nova Scotia, some from New Brunswick and later from different parts of Canada and the United States. Now, right here is where some very good work was done, and some big mistakes made, and I am going to call the attention of your readers to them, not for the sake of criticism, but for the benefit they may derive from it should we ever be called together for a similar cause. The president of the N. S. F. D. A. was called, and asked to bring all the help he could, which he did, but lacked organization when they arrived. everyone going to work where he wanted to, and naturally they all got in one place, the secretary not even recognized. The manufacturers made almost a bigger muddle of it. With their good organization their salesmen began to rush goods in, and as it appeared to a great many, and as it was expressed, had caskets enough in to bury half of the people in the city, whereas this could have been regulated from their Nova Scotia house, Christie Bros., Amherst. Now this is what is going on the whole time, only this was on a bigger scale, and it just works down to the point that there are too many salesmen on the road, in a great many cases buying goods not because they are wanted, but to get rid of the salesmen, they are all good fellows, but the undertaker must pay the bills.

The work at the Chebucto morgue was well carried out, mostly from the experience we had from the Titanic disaster a few years ago, and although I understand an outside undertaker took the credit for these arrangements I can state positively that Mr. Murray of Amherst can take the credit for this work. Funerals were not very largely attended, the people not having time for this, the storms which began to come up made the work of burial more difficult, and it was no uncommon sight to see funerals going on almost any kind of conveyance.

Among the undertakers of the city, Mr. Cruickshanks suffered the heaviest loss, he being situated near the devastated area, and the majority of his business being in that district.

In addition to the caring for the wounded and the getting out of the dead, of whom there was found to be far more than at first thought (the number is now estimated at about eighteen hundred), the problem of the missing became a serious question. A surprisingly large number of the dead were finally identified, some by some little mark on the body, others by the remains of some article of clothing, something worn on the person or carried in the pockets. In the worst district, at Richmond, the clothing in many cases was almost or entirely blown from the bodies, while many charred remains could only be approximately identified from the place in which they were found. Just what was the fate of many will probably never be known.

A VALUABLE SUGGESTION

IN giving credit to those funeral directors who came in from the outside to help their Halifax confreres, President A. W. Murray, of the N.S.F.D.A., writes Canadian Furniture World and The Undertaker:

"The N.S.F.D.A. handled and buried the dead to the satisfaction of all, so far as I know, when one considers the trying circumstances under which we were working. Railroads blocked up, wires down, a little red tape the first day or two, a terrible blizzard raging, broken windows. Places of business destroyed. The wounded and sick had to be attended first, afterward the dead.

Special mention of Mrs. Spencer, who faithfully assisted her husband for days without sleep or rest. Also Miss Murdock, Snow & Co.'s secretary-treasurer, who stood at her desk and worked night and day for several days, beside an open window, with snow coming in on her desk and the wind disarranging her papers.

"Our experience gained caring for the dead recovered from the "Titanic" was noticeable, and the team work done at that time made the work much easier for all.

"I would recommend the Associations in Canada to meet at once, make plans and be prepared to go to any part of Canada during the war, for we do not know what day we may be visited by the Huns' sympathizers with their bombs and instruments of destruction.

"Under the stress of the exciting circumstances, it was difficult for me to get an intelligent account of all that was done by the funeral directors, and I may have missed names from the above list."

PREPAREDNESS FOR FUTURE EMERGENCIES

Secretary D. M. Andrews, of Dominion Manufacturers, Ltd., who went to Halifax to advise and assist in the work resulting from the disaster, on his return presented a report to his company giving in detail a history of the catastrophe and the methods employed to relieve the distress. He gave great credit to all the funeral directors who flocked into Halifax to help their confreres.

Mr. Andrews was assisted by A. W. Murray, superintendent of the Amherst, N.S., branch; Warren A. Christie, of the Christie Trunk & Bag Co., and A. E. Mullin, salesman, who directed the work at the Nova Scotia Undertaking Co. Other travellers who helped wherever their services were required, were Messrs. Ellsworth, Smith, Haley and the McKinnon brothers.

A telling recommendation made by Mr. Andrews was this: that "from the experience gained a plan of preparedness should be made and filed with all the branches, so that in the event of a similar disaster occurring elsewhere the facilities of the company could be brought into play intelligently, systematically and without loss or confusion."



Organization Means Service

In the early days of Canada the settlers interred their dead in boxes hewn by hand from the neighboring woods.

Later, as life in the country became better organized, the work of making caskets was left to the local undertaker. (In some parts of Quebec this practice still prevails).

The improvement of transportation facilities on the one hand, and the rising cost of lumber and labor on the other, next lead to the development of casket factories.

Finally, with the last generation came the study of efficiency in production and selling; of costs; also a general recognition that co-operation leads to better service, and The Dominion Manufacturers Limited came into being—the ultimate development for service to the undertakers of Canada.

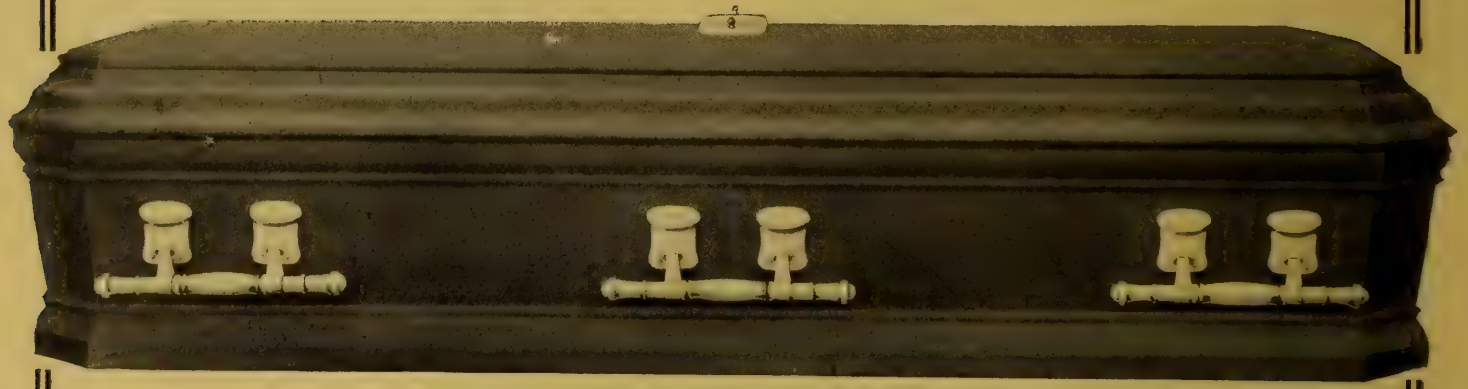
By organization of one company, with plants covering every section of Canada, each branch managed by progressive executives working in accord with each other and a central organization to study costs, the market conditions affecting raw materials, and all other such problems, the company is able to give service to the community such as would have been impossible prior to the organization of this company.

Dominion Manufacturers, Limited

DOMINION SERVICE



No. 511—Quarter-cut oak. An old favorite. Elaborately hand carved and very attractive. Dealers will find that to carry this ready seller on their floors in different panels is good business.



No. 2030—Steel Casket, covered with fine black broadcloth. Can be made with any design of panel, and any covering of cloths or plushes may be chosen, the same as any covered wood casket. A regular line which a dealer should stock, so as to be prepared for any demand.

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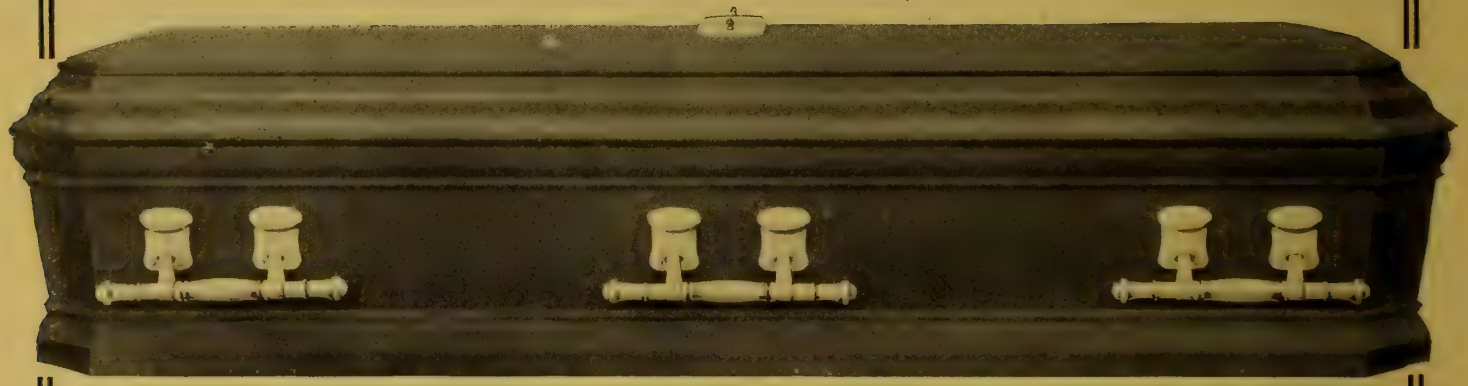
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MY VOYAGE SOUTH

Being the experiences of a Canadian traveller to the N.F.D. convention at Jacksonville, Fla.

Written specially for Furniture World and The Undertaker
By J. B. McINTYRE, St. Catharines, Ont.

IN response to your request to give a description of my journey to and from the National Funeral Directors' Annual Meeting at Jacksonville, Fla., in November last, I shall venture to say something of the scenery we witnessed, all aglow with beauty, full of fascinating interest, to the casual traveller. Like all tourists in search of beautiful scenery, after careful consideration we decided (my wife and I) to select the route that would embrace the most varied and picturesque scenery, and arrange our visit so that no portion of the trip had to be retraced, thus affording us constant variety and keeping the interest pleasurable and exciting to the end. We can now say our highest anticipations have been realized.

On November 8 last we were passengers from our city on the Lehigh Valley Railway by evening train. After a good night's rest we awoke to find ourselves in Jersey City. Within one hour we crossed the majestic Hudson River, and spent the morning in the great City of New York. At noon, Friday, November 9, we stepped aboard the beautiful Clyde steamer "Mohawk" and joined the eastern delegation of furniture dealers from New Jersey, New York, Pennsylvania and New England, our party numbering fifty-one. The steamer itself was a delight to the eye, the spacious staterooms gave a sense of comfort and ease that one almost forgets he is at sea, because around you is the atmosphere of a smart hotel. The days became much milder and warmer as we steamed southward. We had a very delightful voyage; our party was a very jolly one, and by the time we reached Jacksonville we had all become acquainted as if we had been neighbors for years. In the evenings, after dinner, we gathered in the main salon where members of our party would sing and play, thus passing a charming evening hour of music. On these journeys every one appears at his best. The heart is filled with good impulses and kindly feeling to all those around you. Our trip to the Sunny South was full of interest and variety. As we were bound for the land of flowers what a fascinating allurement was in that name, especially to those who had not visited the Sunny South.

After the second day at sea, having covered nine hundred and twenty-four miles by steamer from New York, and not a ripple on the ocean, we docked at Jacksonville on Sunday evening, our party remaining on board the steamer until Monday morning. After breakfast we motored thirty miles to St. Augustine, the oldest and probably the most historic city in the United States. Founded in 1565, it has passed successfully under Spanish, English and American rule. Four hundred years of occupation by a romantic people has filled the city with many a historic pile to excite the interest and admiration of visitors. In some of the narrow streets there are still quaint little, old houses with overhanging balconies. We visited the palatial hotel Ponce-de-Leon, doubtless the most celebrated hotel in the world. At the time it was built it was the most artistic and probably the most expensive hotel building ever constructed. These old buildings are constructed of native coquina, and the newer ones of coquina shell mixed with sand and cement to form a concrete. The modern buildings are picturesque, following generally the Spanish and Moorish type of architecture. Few people realize the grandeur of scenery and quaint, old historic points of interest to be relished in the vicinity of Jacksonville.

After lunch we motored back to Jacksonville, in time to catch the Clyde 4 p.m. steamer up the picturesque St. Johns River, through long rows of moss-swathed pines and palmettos. Now and then great blue herons would wing their way across the tide, and brilliant colored birds chattered in the trees. Occasionally, alligators were seen on the river bank, basking in the sunshine all along the one hundred and seventy-eight miles we journeyed, vari-colored sea weeds showing through the water, and the deep blue sky overhead making a picture that must be seen to be appreciated. We arrived the second day at 11 a.m. at Sanford, and received a warm welcome from Mayor Davidson, F. L. Miller and Secretary Marlowe, of the local Board of Trade, with a dozen or more of the business men. With their autos we were taken through the beautiful section of Seminole County, the greatest winter vegetable section of Florida. It is well-watered by an extensive system of irrigation, which makes this county adapted for the cultivation of fruits and vegetables. 3,700 cars of celery, lettuce, cauliflower, etc., was shipped last season under refrigeration to New York and other northern cities.

After luncheon, given our party by the Mayor and Board of Trade, we were again taken by autos thirty-five miles down the river to DeLand, where we again took the steamer, reaching Jacksonville, Wednesday morning in plenty of time to meet the western delegates, who travelled by a special train of ten Pullman coaches. The reception committee met the western delegation and immediately after lunch we motored out through the Government reservation, where 8,000 artisans were busy erecting a good-sized city to care for 40,000 U. S. soldiers to be quartered there as soon as this camp is completed.

On Saturday after the adjournment of the convention a chartered train on the Florida Coast line was used to convey those who wished to go, out to Pablo and Atlantic Beach, one of the most wonderful beaches in the world, with three stretches of fifty miles of white sand along the Atlantic ocean. We rode by auto for thirty miles on this beach over the white sand, smooth as glass that lies before you.

Jacksonville combines the progressive spirit of the north with the warm, dreamy charm of the south. During our stay in Jacksonville, we were entertained in a princely manner. The hospitality of the funeral directors were unbounded.

Our trip to the south was completed and rounded out by a delightful visit to Charleston, South Carolina, on our homeward journey, where we were entertained by personal friends and taken to many interesting points in and about this historic old city, viz: the navy yard, the beach at the Isle of Palms, the magnolia gardens, the old market, south battery, opposite the famous Fort Sumpter; St. Michael's Church, where George Washington worshipped. As we motored along the high sea wall and through the dark green grove of live oaks, along the South Battery, one could hardly believe we had not landed in some dream-enchanted city of old; no one could realize the grandeur of the

(Continued on page 58.)

C.E.A. President and His Aims

Fred. J. McArthur, the chief executive of the Canadian Embalmers' Association for this year is a pretty well-known funeral director and a very well-liked personality. He has been in the undertaking business for eleven years, all told. He was in his earlier years engaged as assistant with Daniel Stone, Toronto, from whom he got his first insight into the business. Later he was city traveller in the Queen City for the National Casket Co.

Nearly seven years ago he purchased the undertaking and furniture business of H. L. McBride, at Cobourg, and has carried on a successful business ever since. He carries a large stock, and has a full funeral equipment with up-to-date rolling stock in both horse vehicles and motors.

Mr. McArthur has taken great interest in association and educational work, and has the success of the C. E. A. very near his heart. He is exceedingly



F. J. McARTHUR, Cobourg.
President for 1917-18.

anxious to be instrumental in placing the organization on record as one of the foremost in its line on the continent, and he believes this can be done this year because, as he expresses it himself, "no president ever had as his executive a more excellent board of hand-picked officers."

The new president considers the present to be the psychological moment for an international association—the U. S. and Canada being under one banner fighting for the liberty and democracy of all nations. "And," he says, striking nearer at home, "why can we not as an association work likewise for one purpose, anxious to make our Association and convention a means of greater fraternity, one object being to bring the men of the smaller places in closer touch with the men in the cities." He believes the C. E. A. as a unit might be a mighty factor along commercial lines in taking up certain matters with the manufacturers for the betterment of conditions in general. He praises the manufacturers for the manner in which they have assisted in the work and for the disposition they have shown towards complete co-operation.

May this be a year of greater progress say we all.

WITH THE C. E. A. MINSTRELS

"So Jones is now running a crematory. Is he making a success of it?"

"Well, he is gathering a lot of dust, and he saves all he urns."

* * *

"Did you see where the tombstone trust had been convicted?"

"It ought to be; that is a grave offence."

* * *

"Well," said the doctor, cheerfully, "how do you feel this morning? Any aches or pain?"

"Yes," answered the patient, "it hurts me to breathe; but the only trouble now seems to be with my breath."

"Oh," said the physician, still more cheerfully, "I'll give you something that will soon stop that."

* * *

Melindy, bereaved of her husband, consulted her young mistress on the proper wear to disclose her grief.

"Ah wants a black hat, an' a black dress, an' black shoes, an' black gloves, an' a whole black hand-chief, ma'am."

"Oh, no, Melindy," her mistress protested, "not a solid black handkerchief!"

"Honey," remarked Melindy, impressively, "when ah mourns, ah mourns!"

* * *

"My second cousin, Perry Petty, for years kept a series of diaries," related the interlocuter, "and had a habit of producing and disproving thereby almost every reminiscence that was uttered in his presence. He seemed to feel that it was his duty to do so. His funeral was the largest ever held in the neighborhood where he had resided, people coming for many miles to pay their last tributes of respect to a conscientious man and to see for themselves that he absolutely was dead."

* * *

With fear and trembling he approached the doctor. "I know there's something wrong with my heart, doctor. I have a feeling that I'm not going to live very long."

"Nonsense. Give up smoking."

"Never smoked in my life, doctor."

"Well, stop drinking."

"I am a total abstainer from alcoholic drink."

"Well, try going to bed earlier; get more sleep."

"I'm always in bed by nine o'clock."

"Oh, well, all I can say is, my dear sir, that I think you had better let nature take its course. You're altogether too good for this world."

* * *

On one occasion a large and well known firm in St. Paul's churchyard, at London, Eng., sent in a set of circulars to be printed, announcing a sale of goods in their various departments at an early date. One of the circulars ran thus: "On Monday, the 25th inst., we shall offer, at wonderfully low prices, the remains of a city merchant." The printer's reader, when he sent out the proof, put this query in the margin: "Hadn't you better bury them?"

A 90-year-old resident of Paris, Ky., has had a monument set up in a cemetery, has engaged an agnostic to deliver his funeral oration and has engaged a band to play "A Hot Time," "Dixie," and the "Star Spangled Banner." That does not sound like mourning, and, in fact, mourning is banned for that occasion. The funeral ceremony is to be held in the opera house.

SOME DAY *DIOXIN* WILL BE USED BY PRACTICALLY EVERY GOOD UNDERTAKER!

These are Some of the Reasons why WE Recommend DIOXIN and why YOU Should Use It!

It is interesting and impressive to talk with the funeral director who has adopted DIOXIN, the Peroxide of Hydrogen fluid.

He entertains no misgivings, no doubts, no uncertainties.

He KNOWS that he has the Best Fluid in the world and he will tell you WHY.

And we firmly believe that the weight of his experience soon will result in the majority of other funeral directors using DIOXIN.

We have implicit faith in the working of that business law which rewards a product in proportion to its deserts; and we are confident that its application will benefit DIOXIN Embalming Fluid.

We believe in the professional world—whether it be caskets, or hardware or linings or embalming fluids—a sifting process goes on continuously which sends the unfit to the bottom and the fittest to the top.

We believe that an inexorable law is set in motion by an exacting professional demand which unerringly will hunt out DIOXIN as the best fluid just as it has hunted out the best caskets and the best funeral supplies.

And it is our quiet conviction that DIOXIN IS the best fluid made in America to-day; that the sifting process is under way; that professional sentiment is rapidly turning in its favor; and that it is only a question of time before DIOXIN will be used by every funeral director who demands the best.

Dioxin Contains More Peroxide than Any Other Fluid Made!

H. S. ECKELS & COMPANY 221 FERN AVENUE TORONTO, ONTARIO, CANADA

ADVERTISING FOR FUNERAL DIRECTORS

"The formal opening of the new undertaking establishment of Owens & Co., at 310 Main St., will be held from 7.30 until 10.30 o'clock to-morrow night. Refreshments will be served. The concern has been established in Argenta for several years." Such is the advertisement of a firm of funeral directors who took space in an Arkansas paper to tell of the event.

GOT BY WITH THIS

You remember the stories about fish farms and snake farms that Eddie Bagshaw, John McLaughlin and Clarence Coryell put over on us some months ago? Well, McLaughlin has come back to town from a visit paid to his home, and he tells that his cousin recently applied to the exemption board on the ground that he could not be spared as he was wanted to herd the sheep.

"Why," said the judge, "that is not technical work—herding sheep; a woman could do that."

"They're no a success," said Mac's cousin, who, not being contaminated with city life still has a lovely burr in his voice.

"Why, what proof have you?"

"Weel," said Scotty solemnly, "there was Little Bo Peep."

HELPING TO ELIMINATE WASTE

The National Council of Defense in the United States, having requested the co-operation of all manufacturers and merchants throughout the country in eliminating waste, the manufacturing and wholesale houses in the casket industry are trying their best to heed this warning by eliminating useless sizes of caskets and by discontinuing unnecessary styles of burial cases.

For many years the casket business has grown more complicated and more difficult to handle, to the disadvantage of all concerned. Styles have multiplied enormously and have so increased as to become a serious burden to the casket manufacturer and the undertaker. Useless and unnecessary sizes, many of which are seldom, if ever, called for, have made it necessary to carry enormous stocks. These conditions imply increased cost and correspondingly decreased profit, both to the manufacturer and the undertaker, with no compensating advantage to either.

The casket manufacturers aim to reform, if not entirely eradicate, these expensive evils and confine the sizes and styles of burial cases to such as are reasonably required by the undertaker and will meet his wants in a satisfactory manner. Any excess beyond such requirement implies waste and loss.

Canadian Furniture World and The Undertaker is the organ of all the Canadian Funeral Directors Associations—Canadian Embalmers' Association; Nova Scotia Funeral Directors' Association; Western Canada Funeral Directors' Association; Saskatchewan Funeral Directors' Association; Alberta Funeral Directors' Association; B. C. Funeral Directors' Association. "All the official news all the time," is our motto.

A Skull of Souchez

Fourth of the series of poems on current topics written for Canadian Furniture World and The Undertaker

The writer pictured a youth picking up an exhumed skull from the German earthworks in the Souchez cemetery, following a brilliant and victorious charge by the French.

The battle, which was only of the brief space of twenty minutes, resulted in the complete route of the German forces, during which more dead fell than in all the centuries of the cemetery's existence. Following the heat of battle, from which the youth emerged safe and sound, he, picking up the skull, contemplated death in its reality, and the author of this poem places the following words of comment upon the young man's lips as an illustration of his thoughts while holding the skull:

Keep thought awake who later tread
These ancient precincts of the dead;
Ah, who shall shed or hold in trust
A tear for this once precious dust?

'Neath this poor mouldering frontal dome,
Once Life and Thought both had their home.
Where the joys of effervescent youth
Commingled with the rays of truth—
And visions long since passed away
Once dawned 'neath this frail canopy.
Those eyeless sockets dark and void
Once flashed the light that Love employed
To signal forth from pent up fires
Old Nature's laws and Heart's desires.
This face, this oft' kissed battle-ground
Of Joy and sorrowing Grief, profound,
Expressionless, its hideous gaze
Recalls the debt that living pays.
Yet once the sweets of pleasure sped
Through dark Afflictions gloomy shed;
Where grew the calms that Virtue gave
Hope lodged, while passing to the grave.

Tremont Park, Gananoque, Ont. —ANGUS.

TORONTO UNDERTAKER BEREAVED

Florence Annie Bolton, fifth daughter of C. R. Bolton, undertaker, died suddenly recently, from a stroke at her father's residence, 26 Beaconsfield Ave., Toronto. She was in her 40th year, and had been a member of Mystic Lodge of the Daughters of Rebecca and of the Wesley Methodist Church. The funeral took place to Prospect Cemetery, Rev. W. L. Armitage officiating.

FUNERAL DIRECTOR ELECTED ALDERMAN

McCoppen the undertaker, he is known as in Edmonton. Mr. S. J. McCoppen went to Edmonton from Port Colborne, Ont., in 1905. Previous to his arrival he spent seventeen years as captain of a steamboat on the Great Lakes, entering his present profession in the spring of 1906.

About seven years ago he became interested in the Children's Aid Society and was one of the committee that framed its present constitution, but, when the city opened the Children's Shelter on Ross Flats, Mr. McCoppen with others, was instrumental in opening the Day Nursery where widows and widowers are assisted in caring for their families until such time as they can arrange a home for them.

For the last three years Mr. McCoppen has had his undertaking parlors on Namayo Ave., known as McCoppen Lambert Ltd., but on November 1st last he leased his present premises, corner Rice and McDougall on account of being more centrally located, and has added to his equipment the most modern ambulance known to the profession.

About a week before the last civic nominations the Railway Trainmen's Union requested him to represent them in the Civic Council to which he was elected by a large majority.

PROFESSIONAL NOTES

The Jahnke undertaking establishment at Chatham, Ont., was destroyed by a fire which recently burned a business block in that city. The total loss was estimated at from $12.000 to $15,000 above the insurance carried. Members of the Jahnke family escaped in their night clothes from the living apartments.

The W. W. Kinsey Co. Ltd., has been formed to take over from the executors the undertaking and furniture business conducted by the late W. W. Kinsey, at Bracebrdige, Ont. The new company has obtained an Ontario charter with a capital of $40,000. Joshua L. Yeoman will conduct the undertaking department, and other members of the firm will look after the furniture and hardware departments.

Chas. Crossland, manager of the Dominion Manufacturers, Ltd., Winnipeg branch, was, with his wife and child, a visitor to Toronto. They were guests of his mother on Fenning St.

Geo. Speers, Regina, was visiting his brother Wm. Speers, at West Toronto, recently. Mr. Speers was threatened with appendicitis and came east to see about an operation. An X-ray examination showed this unnecessary. Mr. Speers returned west a few days ago.

Mrs. Monds, wife of Steve Monds, Manitoba and Saskatchewan representative for Dominion Manufacturers, Ltd., is at present ill in one of the Winnipeg hospitals.

Miss Butler, who is a trained nurse, has joined her father's business, Butler & Sons, St. Catharines, Ont., and will help in the undertaking business, taking the place of her brother, Charles, who has enlisted with the Cobourg battery.

MY VOYAGE SOUTH

(Continued from page 55)

scenery, the natural enchantments, and quaint, old historic points of interest without a personal visit.

After leaving Charleston we spent a few days in Washington, D.C., and New York City. My impressions of these two cities, I may say something about later on.

These annual meetings of the National Furniture Directors of the United States have an educational influence on those engaged in funeral management. They broaden the mind and create a desire to exalt the standard, and assist to maintain the honor of those engaged in the burial of the human dead. The feeling of fraternal regard for the Canadian funeral directors by our brother funeral directors of the United States never was more warmly cherished than now.

Ontario's Vital Statistics for 1916

According to the annual report of vital statistics for Ontario, which was issued recently, the estimated population of the province for 1916 is 2,776,885 divided as follows: Cities, 36.72 per cent; towns, 5.76 per cent., and rural municipalities, 57.62 per cent. This is an estimated increase in the year of 9,535, or .34 of 1 per cent. The increase in the population during the year 1914 was 2.62 per cent.; this fell to 0.63 per cent. in 1915 and again to .34 per cent. in 1916, and may be ascribed to the disturbed conditions of the country, owing to the great conflict in Europe.

The following table shows the number of birth registrations for 1916 and allows of a comparison between those of 1915 and 1916:—

	1916	Ratio	1915	Ratio
Entire province	65,264	23.5	67,032	24.2
Cities	26,938	26.4	27,283	24.8
Towns	4,687	29.7	33,862	30.0
Rural municipalities	33,639	21.0	35,887	22.1

The natural increase—i.e., births over deaths, was 19,684. The number of births decreased by 1,768 and the ratio per 1,000 of population by .7. The relation of male births to female births was as follows:

	Male	Female		M. to F.
Entire province	33,663	31,601	or	106 to 100
Cities	13,928	13,010	"	107 " 100
Towns	2,438	2,249	"	108 " 100
Rural municipalities	17,297	16,642	"	103 " 100

Deaths During Year

The following table shows the number of deaths registered during the year and allows of a comparison with the registrations of the preceding year:

	1916	Ratio	1915	Ratio
Entire province	35,580	12.8	33,294	12.0
Cities	14,287	14.0	13,080	12.8
Towns	2,609	16.5	2,053	15.9
Rural municipalities	18,684	11.7	18,161	11.2

It will be noted that the number of deaths has increased by 2,286, or 6.8 per cent. The ratio has increased by 0.8 per 1,000 of population. The ten causes of death from organic diseases giving the highest mortality in the province are shown, together with the death rate per 100,000 of population:

		Ratio
Organic heart diseases	3,335	120
Pneumonia	2,962	104
Tuberculosis	2,559	92
Cancer	2,012	72
Apoplexy	1,485	53
Infantile diarrhoea	1,218	44
Diseases of the arteries	1,204	43
Bright's disease	1,017	37
Broncho pneumonia	887	31
Paralysis without specified cause	598	21

Small Increase in Tuberculosis

The rate of deaths from this disease in this year (1916) was 92 per 100,000 of population, being an increase of .03. The increase in the number was 93. The same ratio appeared in 1911, from which date there was a decrease till the lowest point was reached in 1913 and 1914 (85); there has been a slight increase in 1915 and 1916. The following is an analysis of rates in city, town and rural municipalities:

	Deaths	% of deaths from tuberculosis.	Ratio per 100 M of population.
Entire province	2,559	100	92
Cities	934	35.0	91
Towns	174	6.8	110
Rural municipalities	1,451	56.7	93

BRITISH FUNERAL NEWS NOTES

Henry White, a Sussex gravedigger for 18 years past, has in that time dug 1,000 graves.

A stone coffin in which a woman was buried in pre-Christian times has been unearthed at Priston, Bath. The skeleton is in a good state of preservation, with bronze bracelets on the wrists.

The War Office announces that when the relatives of civilians killed in enemy air raids so desire, arrangements may be made for the attendance of troops with a band, if one is available, at the funeral, and for the loan of a Union Jack to cover the coffin.

BALTIMORE UNDERTAKERS ELIMINATE CREPE

On account of the war Baltimore, Md., undertakers are eliminating crepe. All the funeral directors in that city have the conservation movement in mind, and most have agreed not to put mourning on the doors of a home whereon death has laid its hand.

VERY GOOD EDDIE

It has remained for Eddie Bagshaw to hit it off right, and this is how he tells it: He had to go up country during the holidays and stopped off to see a friend of his in ——. Strolling into the local hotel, which has quite a reputation, he ordered up his dinner. When the coffee was served he noticed some little strange spots floating around the surface. So calling the waiter he said: "Alas! if you kindly look closely you will observe four flies swimming about in my coffee."

"Too true," replied the gentle waitress of Huckabuck tavern. "It is indeed unfortunate, sir, but if you will let the cup set, or sit, as the case may be, for a few minutes the insects will drown and then sink to the bottom, and you will soon forget all about them. Howlyehaveyer-eggs?"

SHIPPING BODY IN WAR TIME

A. W. Miles, funeral director, Toronto, who had charge of the shipping arrangements of the body of Flight-Lieut. A. G. Bendrix, R.F.C., who was accidentally killed through his aeroplane falling while he was flying at the military camp at Toronto, had to go to New York city, where he had to appear before the Danish Consul, the American Consul, the British Consul and the War Board, making affidavits, to be allowed to place the body on board a steamer for interment in Copenhagen, Denmark. The Danish Consul placed a final seal on the casket when permission was given.

SO many fellow professional men have arranged to receive the Journal of Research in Embalming and Allied Sciences in order to receive each month, in compact, clear, concise and brief form those new ideas which help them to give better service, ideas which can be used to advantage in every funeral director's own practice, that we have been encouraged to give another opportunity to arrange to receive the same business-building, profit-making help.

The editor of Canadian Furniture World and The Undertaker will send the Journal of Research for a year for one dollar; or, we will send both papers for $1.75.

War Will Bring Progress

By Howard S. Eckels, Ph.G.
Dean of Eckels' College of Embalming, Philadelphia, Pa.

(Written for Canadian Furniture World and The Undertaker.)

CONTINUED FROM LAST ISSUE.

The circulation of embalming fluid when the corpse has been dead several hours, never can be expected to equal the circulation of the blood in life. It does not take very much to interfere with the blood circulation in life. This is apparent when either an arm or a leg remains in a certain position for a little while, and as a result the hands or feet "go to sleep." In this common phenomena, the blood circulation merely is about shut off to a sufficient extent to cause the part to become numb when the pressure is released and the blood begins to circulate again, and tingling sensation is felt as the tardy thickened blood is forced from the capillaries by fresh arterial blood, which is pressing behind in an effort to circulate through these tiny blood vessels. We seldom think about this tardy circulation existing in nearly every dead body that is embalmed, and we would be surprised if, after injecting half a gallon or more of embalming fluid, someone should tell us that perfect capillary circulation throughout all parts of the body had not been obtained. Because so many bodies thus embalmed keep satisfactory until the day of the funeral, our surprise is so much greater when it happens that we have a corpse that does not keep perfectly.

Now, let us follow the work of embalming an ordinary, natural case from the first call until the time of the funeral. Let us see how permanent preservation can be secured, and yet the very best cosmetic effect obtained. Permanent preservation itself presents no great difficulties. Probably every undertaker realizes that if the tissues can be thoroughly saturated by a good embalming fluid that the body will keep indefinitely. There is, however, much room for mistakes as to the selection of the fluid, as well as to the manner of its injection.

Another point, and a most vital one, is that a mere saturation of the tissues will not, and cannot assure the undertaker of a good cosmetic effect. Yet cosmetic effect and permanent preservation, by methods which I shall outline, are perfectly harmonious—so harmonious, in fact, that it is almost impossible to secure the one without also producing the other. But, as I have said, let us take a perfectly normal case and see how these two—cosmetic effect and permanent preservation—go hand in hand. At the first call, the embalmer should forget preservation entirely. Cosmetic effect should be his first aim. Yet, of course, he should do nothing to interfere with preservation when the time comes to attend to that all-important detail. Many an undertaker scoffs when we talk cosmetic effect, yet cosmetic effect is, after all, what friends and relatives most appreciate. It is cosmetic effect which spreads the fame of the embalmer and builds up his business. There is an old saying to the effect that you can preserve a body with common salt, but to make it look natural, you must mix your fluid with brains.

Every experienced embalmer knows that a body looks at its very best long before complete preservation is assured. In other words, when the body has assumed its most natural state the embalmer's work has scarcely begun. He also should know that the longer thereafter he continues to inject fluid in an effort to secure preservation, the more apt he is to bring about a serious condition of affairs, as far as cosmetic effect is concerned, especially if raw formaldehyde fluids are used

When we have injected much less than a sufficient amount of fluid, therefore, the cosmetic effect is best. Yet it is quite possible with certain chemicals to withhold the cosmetic effect until it is thoroughly set, and then go on and secure permanent preservation. How? By injecting at the first call only sufficient fluid to bring the face to its highest standard as far as appearance is concerned, then stop.

But, let me pause for a moment and talk about how the fluid should be injected to secure this highest possible cosmetic standard. Blood is the enemy of cosmetic appearance. Some of it we can drain from those parts of the body which we wish to beautify. Since all of the blood vessels which drain the face and hands empty into the superior vena cava, it is obvious that if we wish to get rid of that particular portion of the blood we should go to the superior vena cava itself, to obtain it. It might be possible to drain some blood from the inferior vena cava, but this would come from the trunk of the body and the lower limbs, places where cosmetic effect is a matter of indifference, since they are completely covered by clothing as the body lies in the casket.

But how may blood best be drained from the superior vena cava? I feel sure that no one who ever has used them as they should be used, will question the fact that to get the best possible amount of blood from the superior vena cava is to drain it through the Genung-Eckels axillary draining tubes. They are entered through an incision in the arm-pit, passed through the axillary and the sub-clavian veins and past the only valve in the innominate vein, thus reaching the superior vena cava itself.

How often we hear embalmers say that they were unable to drain blood from a body. Why? The only reason they could not obtain blood was either that they had not reached the proper point or that their instruments had become clogged. Clogging is an absolute impossibility with the axillary vein tubes, since each of them is fitted with a blunt point plunger which instantly will clear the tube should the opening be obstructed by a clot. This plunger can be used to clear the tube without removing the tube from the vein and in a second's time.

Although there always is blood in the superior vena cava, it is difficult to drain it when the blood has been set and hardened by a raw formaldehyde fluid. Venous blood in life is in weight and much more sluggish than is arterial blood. Why? Because in its passage from the arterial system to the venous system, it has passed through millions of tiny capillaries, gathering from each its impurities, and is journeying back to the revivified, lightened in color and made vastly more fluid—by what? The oxygen which the lungs have extracted from the air. To secure a perfect flow of the blood, and to facilitate drainage, as well as to obtain some other advantages which will be dwelt upon later, I insist that to secure the best possible cosmetic effect it is necessary to use a peroxide of hydrogen fluid, the oxygen in which acts upon the venous blood after death, exactly as the oxygen which the lungs have extracted from the air acts upon the venous blood in life.

(To be continued.)

Jack F. Thompson, Winnipeg, is wintering in California trying to get rid of his rheumatism.

Undertakers Shipping Directory

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Bobcaygeon—
Byng, G. C.

Bowmanville, Ont.—
Morris & Son, L. 'Phone 10.

Burks Falls—
Hilliar, Joseph. Box 213.

Coboconk—
Greenley, A.

Dorchester, Ont.—
Logan, R. A. 'Phone 2107.

Dungannon—
Sproul, William

Dunnville—
D. P. Fry. 'Phone 68.

Elmira—
Dreisinger, Chris.

Hamilton—
Blachford & Sons,
57 King Street West.
Dodsworth, A. H.
59 King St. W.
Robinson, J. H. & Co.,
19-21 John St. N.

Huntsville—
Hilliar, Joseph.

Ingersoll—
McIntyres.
F. W. Keeler and R. A. Skinner, props.

Kemptville—
McCaughey, Geo. A.

Kingston—
Corbett, S. S.
Reid, Jas., 254 Princess St.

London—
Ferguson's Sons, John
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Orillia—
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H. A. Bingham.
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D. Clark. Tel. 159.
Mundell, J. A. Phone 126.
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Schomberg—
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St. Thomas—
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Stirling—
Ralph, Jas. Phone 102.

Stratford—
Greenwood & Vivian, Ltd.
88-92 Ontario St.
White & Co., 80 Ontario St.
Down & Fleming,
94 Ontario St.

Toronto—
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J. A. Humphrey & Son,
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Washington, Fleury Burial Co., 685 Queen St. E.
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Washington & Johnston,
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Woodhall, J. B.

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Patterson & Dart
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Woodstock—
Mack, Paul.

Whitby—
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Saskatoon—
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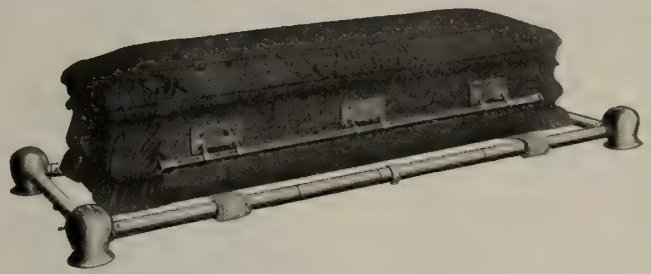
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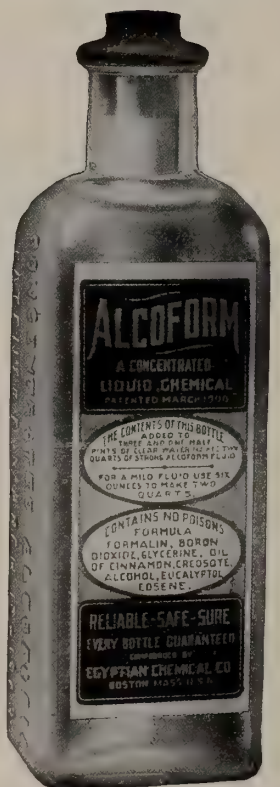
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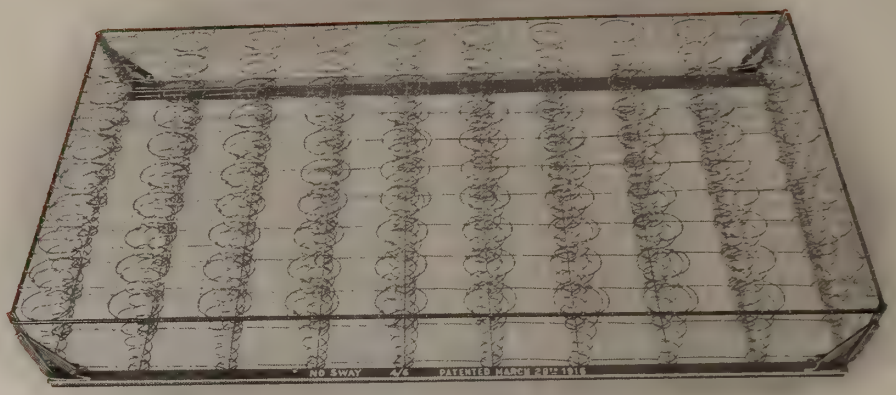
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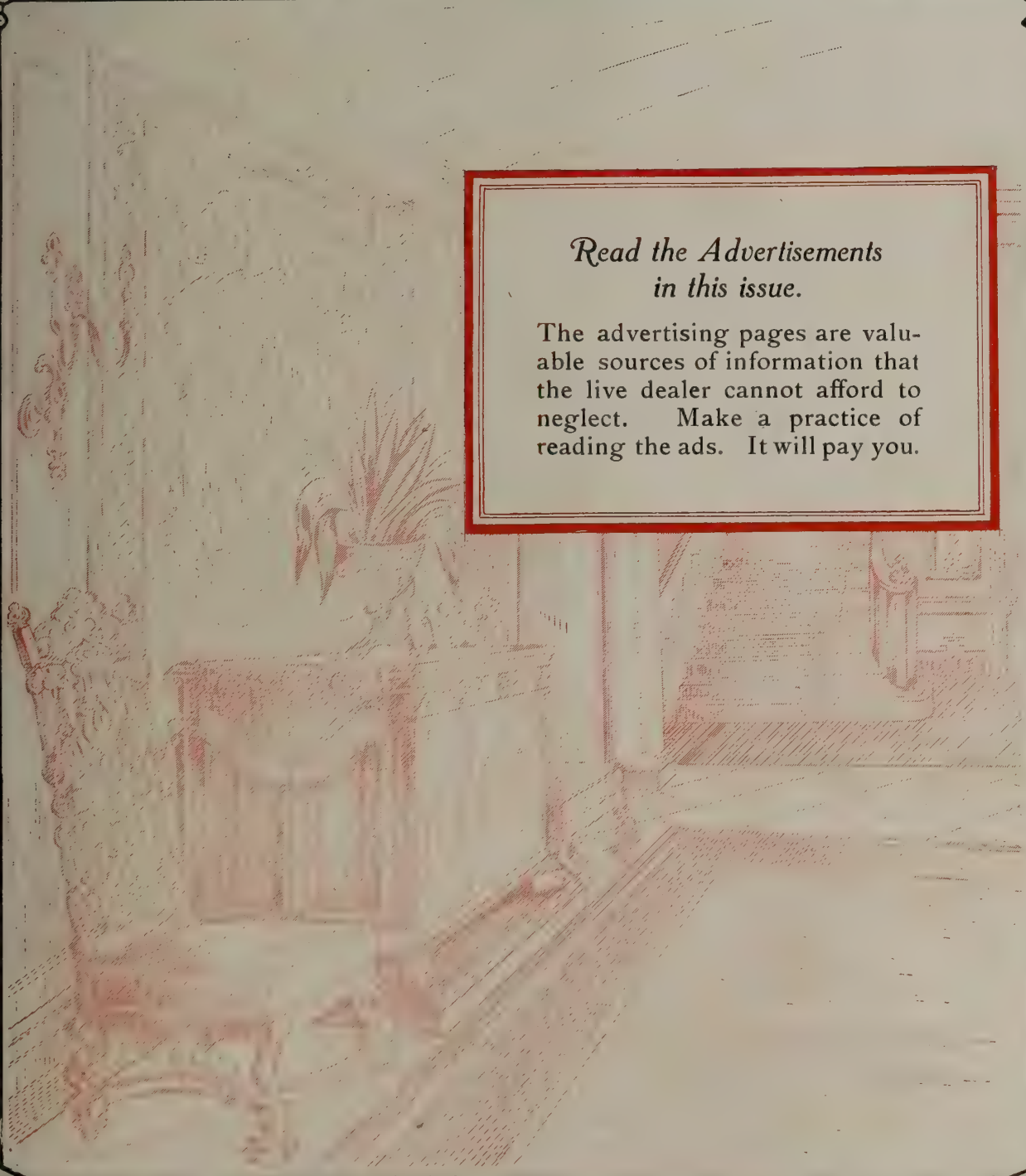
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MARCH - 1918

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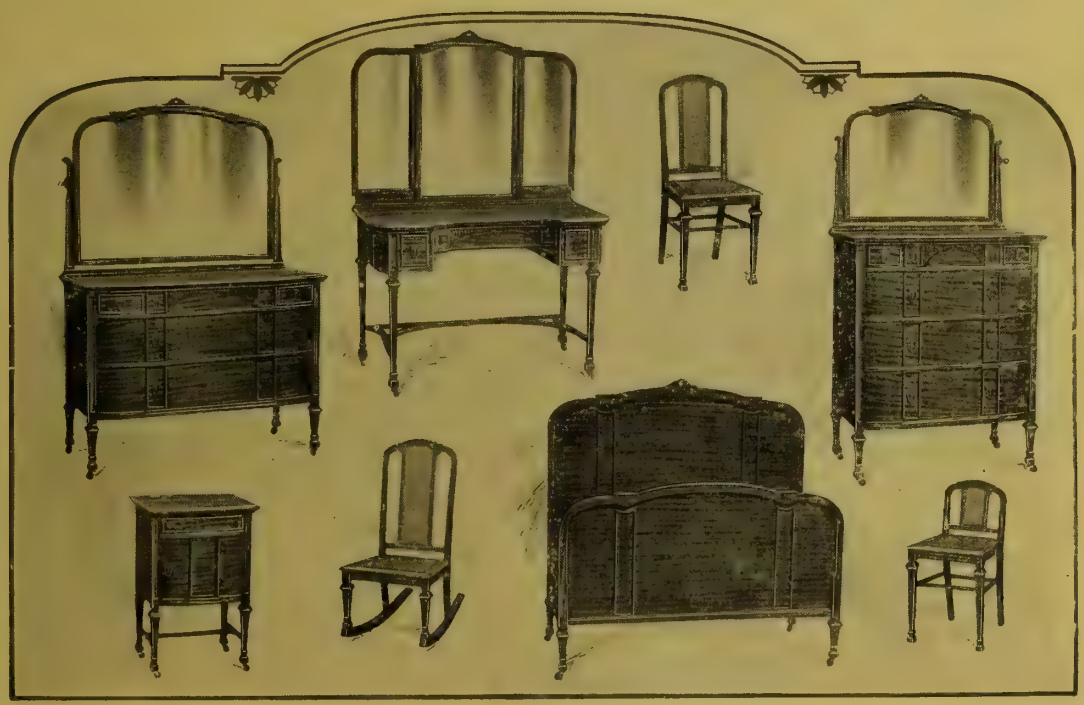
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LEST YOU FORGET

It stands to reason that the store handling the best class of goods will command a high place in the estimation of the public. Automatically it will build up a steady and permanent trade, for such goods reflect the spirit of confidence. PEOPLE KNOW THAT WHEN THEY PAY LESS, THEY *GET* LESS.

To handle the best class of goods in any price class, from the simplest to the most exacting, and "CASH IN" on the correct business basis of a fair and adequate profit, furniture dealers should not overlook the natural advantages of buying their stock where local conditions make manufacturing and shipping facilities favorable in EVERY respect.

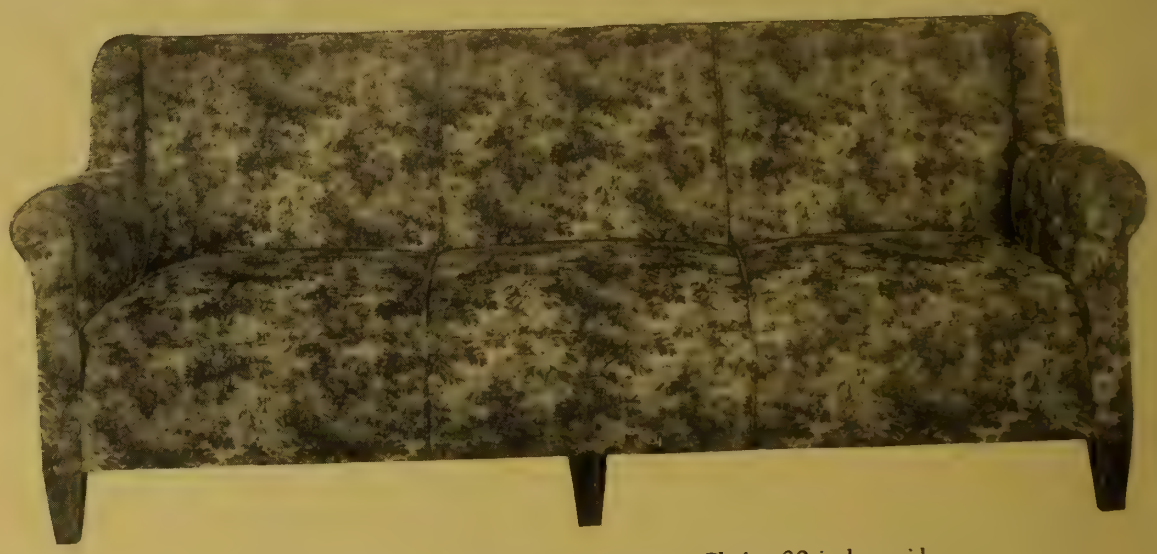
And so it's worth remembering that Stratford is known from coast to coast as a carload centre. In Stratford, VALUE counts HIGH, and any demand can be met for honestly-built, well-designed furniture, promptly, efficiently, and well.

Stratford Furniture Manufacturers
STRATFORD, ONTARIO

The Gold Medal *LINE*

Living Room Furniture

is as necessary to your Furniture Stock as Bedding. One of these Suites made up in nice tapestry would make an attractive show window for you and bring profitable results.



No. 785 SUITE. Sofa, 77 inches long. Chairs, 32 inches wide.
Strongly made with spring edges.

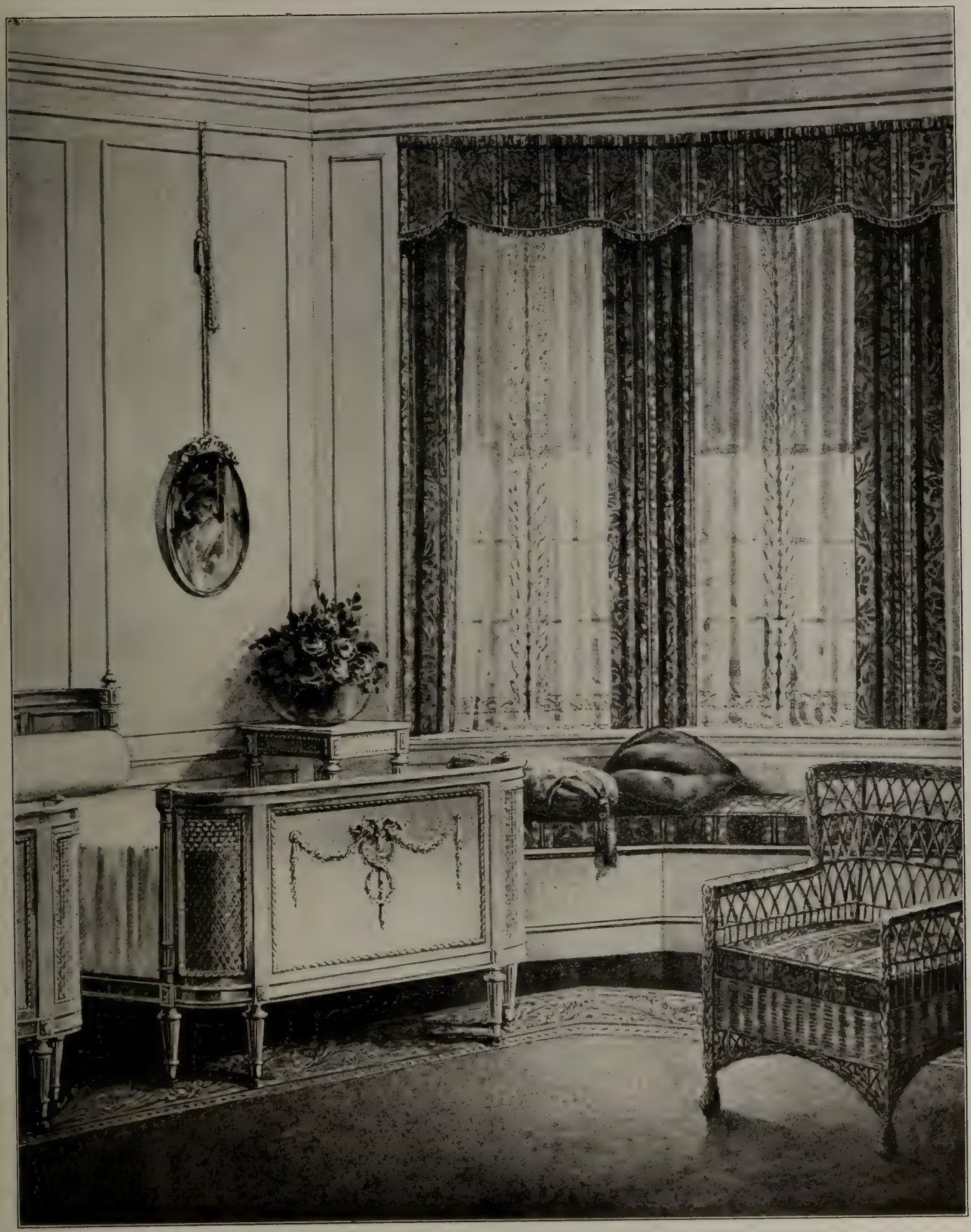




The Gold Medal Furniture Mfg. Company, Limited

Factories at TORONTO, MONTREAL, WINNIPEG and UXBRIDGE

Head Office: Van Horne St., TORONTO



An Attractive Bedroom Treatment, utilizing one of our Stripe Silk Damasks

COTTON TAPESTRIES SILK TAPESTRIES REPPS BROCATELLES VELOURS

Stocked in quantities for the factory trade.

DALY & MORIN, LIMITED, MONTREAL

Factory and Warehouse at LACHINE



Satisfaction

Much of the joy of life comes from the knowledge of having accomplished something—having done something, and done it well.

This is the joy that we feel when we deliver to the furniture merchant any part of the product which we manufacture.

You may be just as certain as we are that Victoriaville Furniture is right and will give satisfaction. It will increase your business by making friends for you constantly. The reasonable prices at which you can sell Victoriaville Furniture insures rapid turn-over and consequently increased profits.

VICTORIAVILLE FURNITURE CO.

Victoriaville, Quebec



Verandah Chair No. 231

Verandah Chairs

The good old Summer Time will soon bring people out on to their porches ——————— and

VERANDAH CHAIRS WILL BE IN DEMAND

This offers you an opportunity to sell in your community the well-known chairs of our make, chairs that appeal to the good taste of the people, at prices commensurate with the average income, and LOWER than their good quality would lead YOU to believe.

It is time to write us about your supply now.

The Canadian Rattan Chair Company
LIMITED
Victoriaville, P.Q.

Upholstery Leather

We carry in stock all grades in standard colors for immediate shipment

Spanish, Fancy, Enamelled and Goat Grain Finishes

Unsurpassed Selections
Well Trimmed Hides

The most economical leather on the market.

Let us quote you on cut stock.

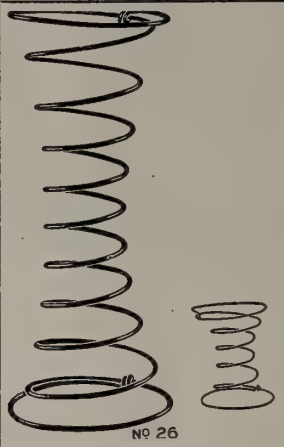
Boullee Fraser Leather Mfg. Co., Inc.
234 Canal Street, NEW YORK

The National Table Company, Limited
The Owen Sound Chair Co., Limited
The North American Furniture Co., Limited

Owen Sound Ontario

Manufacturers of Medium and High-Grade Dining Room, Bedroom, Hall, Living Room and Library Furniture.

Catalogues sent on application



Upholstery Springs
made up to a standard that insures complete satisfaction to the manufacturer, retailer and customer.

Helical Springs
for spring bed and mattress fabrics. Our prices will interest you.

Canadian Made for the Canadian Trade

Established 1885

James Steele, Limited
Guelph, Ont.

TRIANGULAR

A Money-Maker for the Appreciative Furniture Merchant

Strength, Durability and Ease of Operation

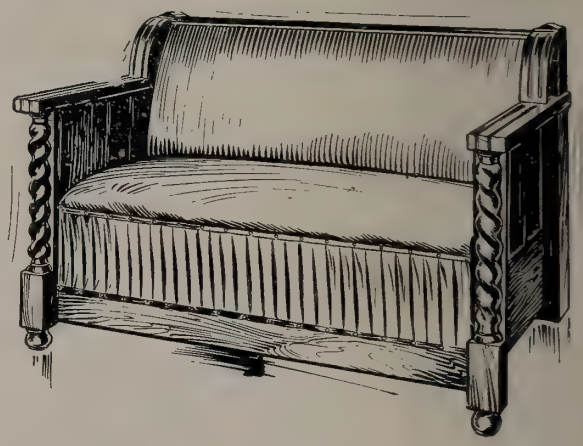
The DIVANETTE

That Means QUALITY and STRENGTH

The TRIANGULAR feature of this Divanette is something new in the practice of folding bed construction. It insures:—

1st—Triangular support on all frame work. 2nd—Separate bed spring and mattress. 3rd—Troubleproof in operating. 4th—Rigidity and firmness found in no other bed. 5th—One finger will open it.

The TRIANGULAR Divanette will be a sure, big profit getter for your Spring Trade. It is artistically attractive and useful every hour of the 24. Write for full particulars at once.



MANUFACTURED BY

THE SANITARY BEDDING COMPANY, Limited

TORONTO - ONTARIO



Queen Anne No. 9867



Remember, our permanent showrooms at 136-140 King St. E., Toronto are open all the year around and afford the dealer with a prospective customer every opportunity to make a sale.

When in Toronto make our showrooms your headquarters.



Queen Anne No. 9865

Individuality

Individuality is the word that applies to the whole C.F.M. line; a line in which unusual features combine to produce an individual product.

Original treatment of popular styles, compelling interest at a glance, and, insuring a favorable first impression.

The "Queen Anne" Bedroom Suite in American Walnut, of which two pieces are here shown, we offer as individual, both in quality and price.

Write us for prices of this suite, they will interest you.

FACTORIES :
WOODSTOCK
KITCHENER
WATERLOO
SEAFORTH

CANADA FURNITURE MANUFACTURERS LIMITED

GENERAL OFFICES : WOODSTOCK, ONT.

WHOLESALE SHOWROOMS : TORONTO WINNIPEG

FACTORIES :
WINGHAM
WALKERTON
WIARTON

THE BIG CANADIAN MOULDING HOUSE

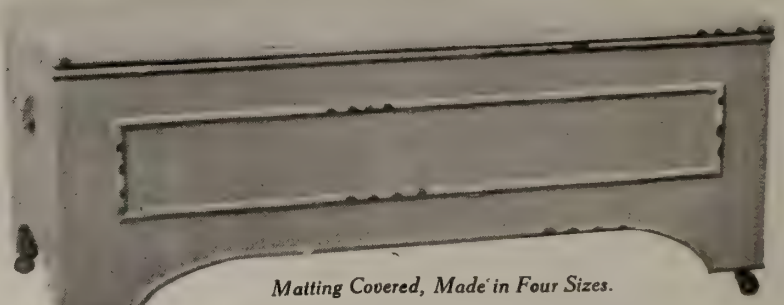
is about to issue a **New Catalogue** to the Moulding and Picture Frame Trade. Should you be doubtful about being on our mailing list send us your name and we will send you this catalogue and any future advertising matter we may be getting out.

We also have a sample card of Mattboard that can be had immediately on request.

MATTHEWS BROS., LIMITED

1906 DUNDAS STREET WEST TORONTO, CANADA

Our line of matting-covered Chests and Utility Boxes is truly up-to-date in style, construction, and finish, and satisfies the most exacting.



Matting Covered, Made in Four Sizes.

You may send us your order and we will be pleased to fill it with every assurance that you get an article on a selling basis that offers exceptional profits.

Write us for Catalogue

D. L. SHAFER & COMPANY, ST. THOMAS, ONT.



No. 1354

ROOMY *and* COMFORTABLE

THIS NEW WINDSOR ROCKER
WITH UPHOLSTERED BACK

This rocker is suitable for verandah, sun room, bedroom, or living room. Is finished in Military Drab, French Grey, Ivory, White or Black Enamel, also in Mahogany or Walnut Finishes. We also manufacture the Arm Chair No. 1352 to match.

Get this line in stock at once.
Prices on request.

The North American Bent Chair Co., Limited
OWEN SOUND, ONTARIO

The New York Expositions

will hereafter be held in

May and November

Opening the last Monday in each April and October instead of July and January.

The 55th Exposition

will open

April 29th,

And Continue for Three Weeks
Closing May 18, 1918

Plan now to see it—to place your orders for fall merchandise so that it may reach you in time for the early opening of the fall season—that's the basic reason for the change of date—give the factory a chance to get the season's patterns to you when the season opens—not when it's half over.

Don't miss the May Show, as there will be no Exposition in July.

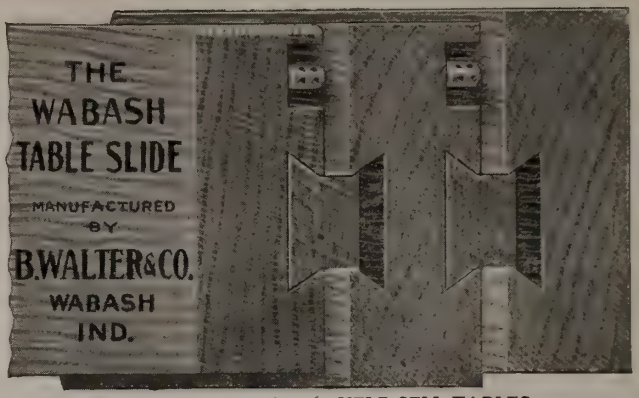
NEW YORK FURNITURE EXCHANGE

LEXINGTON AVENUE, 46th to 47th Street, NEW YORK CITY.

THE
HEART
OF YOUR EXTENSION TABLE IS THE
SLIDE

YOUR TABLE IS CONDEMNED IF THE SLIDE DOES NOT WORK PROPERLY

WABASH SLIDES
INSURE
SATISFIED CUSTOMERS



WABASH SLIDES { HELP SELL TABLES. ELIMINATE SLIDE TROUBLES

WE ARE
SLIDE SPECIALISTS
Having manufactured SLIDES exclusively—for 30 years
Many Canadian Table-makers use
WABASH SLIDES—
Because
We furnish Better SLIDES at Lower Cost.
Made by
B. WALTER & COMPANY
Factory St. WABASH, IND.
The Largest Exclusive Table-Slide manufacturers in America



These Tables Sell Themselves

Sounds like a bromide, we know, but none the less it is true. If you have ever had a batch of Peerless, or Elite folding tables on the floor you know it already; if not, let us send you, say, a sample dozen of the

PEERLESS
FOLDING TABLE

and see how quickly our words come true. With the approach of spring will come housefurnishing time—that's your opportunity. But it would be well to place your order now and thus make sure of getting your shipment when you want it. We are busy—very busy—but we are doing all we can to despatch orders on time.

HOURD & CO., Limited *Sole Licensees and Manufacturers* Dept. W **London, Ontario**

?

Will it not pay you, Mr. Furniture Dealer, to ask for

COPPER PLATED MIRRORS

when purchasing furniture? The silvering on these mirrors is so protected as to be absolutely immune from damage through dampness, heat, or any climatic change.

And the guarantee has no time limit.

SILVERING PROTECTED BY GUARANTEED
COPPER PLATED MIRROR
P.M.CO.LTD. TORONTO
ELECTRO-PLATED COPPER BACK

THIS MIRROR IS PROTECTED AGAINST MOISTURE AND ALL CLIMATIC INFLUENCES BY AN ELECTRO-COPPER DEPOSIT ON BACK OF THE SILVERING

THE MAKERS:
PHILLIPS MANUFACTURING CO., Limited
258-326 Carlaw Avenue
TORONTO, ONT.

LOOK FOR THIS LABEL.



WE PRESENT NO. 357¼—OUR NEW COLONIAL MAHOGANY-FINISHED DINING SUITE

We know that Colonial designs are as staple and popular as ever they were.

We know that our No. 357¼ is a good example of correct designing, both in proportion and outline.

We know that Knechtel's Empire Mahogany, Finish has "stood up" and lasted as well as genuine mahogany, and that in appearance there is hardly any difference between it and genuine mahogany.

We know that there are lots of people who would like a mahogany dining suite, but will not pay the price for genuine mahogany.

Knowing these things—we venture to say that our No. 357¼ suite, (which may be sold retail at about $110.00) will be a seller.

The buffet is 50" wide, the table 45" in diameter, and the chairs have leather slip seats. Finish—polish or satin.

Brighten up your show window with one of these suites and watch it sell.

THE KNECHTEL FURNITURE CO. LIMITED

HANOVER ONTARIO



No. 717—Size 60x28x14

The Meaford Line comprises most attractive Bed Room Suites, Dining Room Suites, Odd and Matched Den and Library Pieces, Centre Tables, Jardiniere Stands, Medicine Cabinets, Music Cabinets, Hall Racks, Seats and Mirrors.



No. 2566—Size 48x20

The Meaford Line

CLAIMS ATTENTION

THE determination to manufacture furniture that by its charm and merit will appeal to those who know good furniture has placed the Meaford Line where it is to-day.

Settings that will do credit to the best homes are so reasonably priced as to make them quite possible to the more modest ones.

The styles are sufficiently varied, in design, to provide for a wide range in individual taste.

NOW IS THE TIME TO STOCK UP FOR SPRING TRADE.
WRITE US TO-DAY FOR PRICES.

The Meaford Manufacturing Co., Limited

MEAFORD ∵ ONTARIO

D. O. McKINNON
GENERAL MANAGER

W. B. HART
ADVERTISING MANAGER

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

WM. J. BRYANS
JAMES O'HAGAN
EDITORS

Published by The Commercial Press, Ltd., 32 Colborne Street, Toronto.

Subscription Rate $1.00 per year in Canada, Great Britain and British Colonies; $1.50 to the United States.

VOL. 8. TORONTO, MARCH, 1918. No. 3.

Windows Bring Business for Small City Firm

Strong in their statement that windows are one of their best advertisements—Features of their store.

By A STAFF EDITOR

A PROMINENT firm in one of our small cities find their windows one of their best advertisements. They are located favorably on the main thoroughfare of the city, have two display windows in their store and work both to the limit. Displays are changed frequently and a good deal of time and attention given to their arrangement, and it is found profitable to do so.

Value of Windows Demonstrated

"Our windows are one of our best advertisements," stated the owner to The Canadian Furniture World. "In fact, we figure that our windows sell twice as much goods as an advertisement in the local paper. We have made a trial of featuring an article in the local papers, both with and without window publicity and found that when the article was featured in the window as well as advertised, that three times as many sales were made as when newspaper space only was used.

Work Window and Advertising Together

"Of course, we realize that the best results are secured by working window and advertising space together. Interest may be aroused by an advertisement, but the reminder that comes from the window frequently means the making of the sale.

"We also believe in devoting the window to one line at a time, as far as possible," stated this dealer. "When a number of lines are shown, the attention of the person passing is not concentrated on any one line, and accordingly is not as valuable as the one-line window. We try to keep to one line or at least associated lines that work well together, and find this the method that brings us the best sales results from our windows."

He also recognizes the desirability of the dealer knowing just what he is getting for his money in any investment. This may be rather a difficult matter in the case of money spent in advertising as returns are not always traceable. By featuring a new or special line in advertising space, however, a fair idea of its value can be formed. In the same way, this dealer occasionally conducts an investigation into the comparative values of the different advertising mediums used by the store. In one such case, 70 pieces of the line advertised were sold and of this number one medium brought 50. This data was secured by asking each customer which paper was responsible for bringing her or him to the store for the article.

Value of Room Arrangement

While the manager of this store is strictly in favor of displays devoted to one line only when any specialty or individual piece is being featured, he also appreciates the value of the room arrangement in the sale of suites. He points out that many customers cannot picture in their own mind the probable appearance of a suite unless it is in natural home surroundings.

In addition, the showing of furniture in room arrangement will often cause a person to buy more than she or he intended to. They are in quest of a living room suite, probably, but the other decorations and goods are shown up so well that they think they would like to have them also. There is no doubt that it takes more time to arrange a window in this manner, but the greater interest it arouses well repays the trimmer for the extra time and expense.

Windows are given a good deal of attention and are found good advertisers, both during the day and evening.

LEAVE WINDOW LIGHTS ON AT NIGHT—WATCHMAN TURNS OFF

THE publicity value of the windows at night is recognized by the firm mentioned in the accompanying article, and although the store is closed at 6.30 at night, provisions are made for leaving the lights on in the windows until people have disappeared from the streets.

A good idea has been worked out whereby there is no waste of power on account of the lights burning all night.

Arrangement is made with the night watchman on the street to turn out the lights when people have left the street. This is made possible by having the switch which controls the window lights just outside the door, so that the night watchman can easily turn out the lights when on his rounds. This service is secured for a very small payment.

The street on which the store is located is largely patronized by pedestrians during the evening, and a good deal of advertising is secured by keeping the lights on during the evening.

Suggestions from the Methods of Other Dealers

KITCHENER FIRM FINDS SPECIALTIES PROFITABLE

One of the nicest small city furniture stores in Canada is that of Grosz & Hohmeier, Kitchener, Ont. The store occupies three floors on the main street, in what is probably the centre of the shopping district in the city.

On the first floor is a general line of furniture supplemented by such specialties as sewing machines, plaster ornaments, table lamps, doll carriages, pictures, etc.

"The specialties pay well," said Mr. Grosz to The Furniture World, "or at least most of them. Sewing machines are a good line. We don't go peddling for business, so what business we get is the solid kind—no complaints and the customer coming back for other stuff.

"We haven't done any too well with pictures, but that may be due to the fact that we have not pushed them. We had a sale of pictures some time ago, and it sold a lot of them. We like them in the store, however, to make it look more attractive even if they don't sell well.

"The ornaments and table lamps, though, are good. They sell well, don't take any floor space; make the furniture look more attractive and they keep moving all the time."

Musical Instruments Well Worth While

On the second floor Grosz & Hohmeier have musical instruments.

"The piano and talking machine departments are well worth while. We might get more business in these lines if we went out after orders, but we feel that this would hurt us. You know we have an undertaking department, and anyone in that business must be very careful about indiscriminately calling in the neighborhood. Sick people are very sensitive, and nothing disturbs them more than the thought of an undertaker keeping his eye on them in search of business. So we wouldn't let any agent make house to house visits for us.

"At the same time our business in musical instruments is growing. We expect it to be a really important one. We have just arranged to handle one of the big lines of records. This will help.

"Business is good," concluded Mr. Grosz.

FURNITURE TALKS TO MEN

The appeal in the greater portion of furniture advertising is generally made to women. In the majority of homes it is no doubt the women who are the ones most interested in better furniture, and who decide as to what is to be purchased. However, the number of men interested in attractive end comfortable home surroundings is on the increase, and it will be found desirable to address occasional ads. especially to them. An ad. of this nature was recently used by the Wanamaker Store in New York City. We quote from it in part:

"How much of your thought, ripened by years of use, do you give to furniture? Furniture for your home. Furniture is the first thing our eyes see when we wake in the morning. We see it after a busy day, when the mind needs a change and rest. We are in the midst of it every hour we spend at home. We are getting impressions from it daily. What kind of impressions are YOU getting? And impressions count, do they not? A sunny morning or a gray day—pleasing furniture; or indifferent—which would you rather see? This is a particularly appropriate time to give some thought to furniture. The February Furniture Sale (Original) is ready.



Suggestion for good interior arrangement of furniture. Note the sections for showing suites in room arrangement.

"Furniture in all woods and every good finish.

"Furniture for every room in any home—for large rooms and small rooms.

"The finest and the most modest.

"It is worth while, from so many points of view, for men to give some of their ripened thought to their home environment—not only for themselves, but also in the interest of wives and mothers and children, who live in it and are influenced by it so much more than we men-folk."

A GOOD LIVING ROOM FURNITURE AD.

The Crooks-Keeley Furniture Co. of Calgary, recently used an excellent advertisement of living room furniture. It was headed, "Have a Liveable Living Room," and the introduction read:

"The furnishings of the living room is a matter that deserves serious consideration—more, in fact, than any other part of the house. The reason for this is plain when we consider the part it plays in our daily life. For a short time in the kitchen we prepare our meals; for a short time in the diningroom we eat them; for quite a time in the bedroom we are occupied in sleep—but in the livingroom, for quite a time, especially now, we live. The furnishing of this room, then, is bound to affect us. If furnished with one of our suites, its

beauty and cosiness will soothe and please us; its utility comfort and rest us; in fact, it will be livable in the fullest sense of the term. Make the initial step towards a good living-room by inspecting our assortment."

FURNITURE DEALER POINTS OUT VALUE OF DRAPERIES IN WINDOW DISPLAY

A furniture merchant is in this advantageous position, that he can make one display window as good as two, and make the one more than twice as effective as the sum of other two. He can do this by combining the furniture display with a drapery showing.

A prominent Toronto furniture store makes draperies an integral part of every window advertisement. Do the best you can with bare furniture, it looks severe and unhomelike. It is not in its proper setting and lacks appeal because of this. If, however, some draperies are introduced, in the background or otherwise, it softens the whole appearance, gives it finish.

"At one time we didn't make a practice of using draperies in our furniture window displays," said the dealer above referred to. "And our draperies department suffered in consequence. For, somehow, we never seemed able to give the draperies window space. But, now that we have adopted the policy of using them freely along with the furniture, both departments are benefited. We have noted a marked development in the sale of draperies, distinctly traceable to the increased opportunity which has been given the public to see them. And, of course, when seen in conjunction with the furniture, the effect is better than when they are shown alone. The window-dresser is able to convey suggestions as to colors, etc., which a buyer finds helpful in making up her mind."

COLORS THAT HARMONIZE

Salesmen sometimes forget the rules of color harmony when a customer wants furniture of a certain wood or finish that will go well with walls of a certain color. Supposing the lady says, "I want a nice bed, and a dresser and a chair for a small room. The walls are light green, with a small white figure. Please show me something that would look well in a room like that." What would you do?

This little list will prove handy, although it is by no means a complete guide. A more extensive one can be found in almost any good handbook on household decoration:

Walls	Furniture.
Green or white.	Mahogany.
Yellows.	Light oak.
Robin's egg blue.	Antique oak.
Yellow, red or green.	Flemish oak.
Yellow.	Walnut.
Buffs.	Circassian walnut.
Yellows.	Ebony.
Maroons, reds, greens, pinks, white or lavenders.	White enamel.
Salmon, lavender or robin's egg blue.	Bird's-eye maple.

A Good Time to Feature Baby Carriages

One of the lines handled by the furniture dealer that becomes specially seasonable at this time is baby carriages. With the coming of warmer weather and dry sidewalks, mothers will be eager to give outings to youngsters, and baby carriages will be in demand. The average dealer does not quite appreciate the pride that the average mother takes in the appearance of her baby carriage, and this can be worked on by the dealer to the benefit of sales. Play up in your ad. the fact



that mothers and fathers owe it to their offspring to provide them with attractive and comfortable carriages. The showing of attractive samples in the window will also arouse the interest of those who pass the store.

What about a "Baby Day," when a feature can be made of baby carriages. We reproduce an advertisement along this line that will help the dealer in preparing such a feature.

Baby carriage sales are worth keeping after all the time, however. The plan used by Clegg & Co., of Peterborough, Ont., is a good one. They watch for announcements of births in the local papers, and send the parents literature regarding the carriages they handle. This plan is productive of good results.

The Owen Sound (Ont.) Furnishings Co. sustained a small loss through fire recently.

The Kemp Furniture Co., Amherstburg, Ont., have added a motor car to their equipment.



More Attention to Display Now

THE season when greater attention should be given to window display is now approaching. During the cold weather people have not been inclined to stop long in the survey of a window, no matter how attractive it might be. All this is changed however, by the advent of warmer weather, for with conducive weather conditions the public are ready to give full attention to window displays which interest them. In addition, this is the season when people begin to frequent the streets extensively, appreciating the pleasure of being able to again promenade the main thoroughfares leisurely.

Warm weather also brings a desire to the housewife to brighten up her home, and accordingly is a season when furniture should be in good demand. Featuring of seasonable lines at this time in the window will be found productive of good results. We reproduce herewith some suggestive window displays.



Methods which Build Trade for Toronto Store

Home Furniture & Carpet Co., Ltd., of Toronto, find circulars combined with window their big trade attractor.

CIRCULARIZATION—window display—credit — these three seem to be the foundation stones upon which the Home Furniture and Carpet Co. Ltd,. 343-345 Queen St. E., Toronto, have built up a huge and successful business.

Each month the Home Furniture and Carpet Co., issue a large four-page colored circular which they place in every home in the eastern portion of the city of Toronto.

30,000 Circulars Each Month

"We get out 30,000 of these circulars each month," Mr. C. B. Tadman, the genial manager, informed The Furniture World. "It takes two men three weeks to distribute them, placing one in every house. We keep these men on our staff for this purpose, for we have found that through them we get better service than we get by employing casual help or having the work done by distributing agencies."

"Do you attempt to cover the whole city?"

"No," replied Mr. Tadman, "we confine our work entirely to the eastern portion of the city. Situated where we are, on the corner of Queen and Parliament Sts., we have to draw every dollar of our trade—and we cannot induce buyers to come east of Yonge St. So we follow the line of least resistance and cultivate our own field."

"Do you advertise in the daily papers?"

"Not very much. Our experience has been that to succeed with general advertising a store must have a central location. For a time we advertised in the newspapers, from one thousand to twelve thousand lines per week. Then we cut the appropriation in one-half, and put the other half into circulars, with better results. Our experience has been that in our especial circumstances the circulars are the best means of getting trade."

"And, about size," enquired the writer, leafing over a four-page sheet, each page about 12x17 inches, "is this the best adapted for the purpose?"

"We used to make the circular twice the present size," said Mr. Tadman. "But I believe that the smaller circular brings just as good results."

Back Advertising by Window Display

"How about your window display?" we enquired. The whole of the front and one side of the quarters of the Home Furniture & Carpet Company consists of plate glass. The windows are always tastefully dressed.

"They back up our circulars. Our front windows bring us trade, our side window display—well, since the City—" Mr. Tadman waved his hand expressively towards the lavatory conveniences which the Toronto corporation have installed just opposite the side display windows— "since that was installed we naturally can't get the same results. And now—no lights. We



Sample of circular advertising of the Home Furniture and Carpet Co., Ltd., of Toronto. This is a reproduction of inside double page of four-page monthly circular issued by this company. It will offer some seasonable advertising suggestions.

used to get splendid results from our window advertising, but it came mostly from the effect of the evening display. Since that is curtailed our returns from this source are small."

Make Big Feature of Credit

"You seem to make a large bid for the instalment trade," we observed, as we scanned the circular, with its frequent references to easy credit terms. "Can you meet all competitors in this field?" The representative of The Furniture World was making mental note of the insistent repetition—"Buy Now—Pay Later"—"Open a Charge Account—We Will Extend the Payments to Suit You"—"Open an Account. Your Credit is Good"—"Our Convenient Credit System is At Your Service"—"No Extra Charge for Credit." "We have our own field and in that area competition does not largely affect us."

The Home Furniture and Carpet Co. Ltd. have four floors covered with goods. They make their slogan, "We Furnish the Home and Clothe the Inmates," and endeavor to live up to it. Of late they have installed a complete line of grafonolas, giving up a generous portion of their precious floor space to an adequate display of the instruments—and a sound-proof demonstration parlor. In this trade "No Payment Down" is the easy terms prominently featured, the accommodation being contingent upon the purchaser buying six records.

"Easy Terms—Buy Now—Pay Later"—these are catch phrases which are employed in their every variation in the effort which this successful company make to get business.

WHEN BUSINESS SLACKENS INCREASE ADVERTISING

Advertising! The thoughtful man thinks ahead. The prudent man profits by his ability to forecast the future as well as to scrutinize the present. One of the most prominent advertisers in the country says he makes it a rule to increase his advertising appropriation whenever business slackens, and he doubles and trebles it in times of severe business depression. This is his logical conclusion:

"The new customers that I get when times are hard, I always keep when times become good. They come to me largely from those who lose them because they fail to continue their publicity campaigns. A business depression in this country never lasts long, and it is always seed-time for me. The harvest follows when prosperity returns. It is a wise man who knows his own business better than the other man does.—Leslie's Weekly.

A CATCHY WINDOW DISPLAY OF RUGS

In arranging a display of high quality rugs, a couple of rugs were hung as a background to the window display. At the centre of the background a flag was placed with a card reading, "These Colors Are Guaranteed Not to Run."

A display of this nature might be made entirely of rugs, or an attractive combination can be made of this background and some high grade furniture upholstered in cloth of good quality, to which the significance of the card inscription may be applicable.

Store Given Gala Appearance for Spring Opening

The Adams Furniture Co., Toronto, make a big feature of their annual spring opening. As a rule, it lasts for two days, and during this time the big store puts on gala attire. The cost of this event, according to Mr. Godard, runs well into the four figures, but although the management have scrutinized this expense most carefully, each succeeding year, this heavy outlay has seemed justified.

"We spend about $500 in flowers, alone," The Canadian Furniture World was informed. "Palms and such other suitable plants as we can obtain on that basis, we rent for the occasion. But flowers, such in particular as last but for a short time, we have to buy. We endeavor to make the display really attractive from the artistic point of view, so that our patrons will regard it as well worth coming down town to see and enjoy.

"We have, of course, good orchestras. We believe in good music.

"The heavy expense is in the advertising. This is not designed to bring in returns in the immediate trade it draws. It is an investment.

The Benefits Secured

"In just what evident way, Mr. Godard," the writer enquired, "do you get returns on the big outlay for the Easter Opening—if you don't mind saying?"

"Well," was the reply, "one immediate benefit lies in the sprucing up of all stocks in all departments of our store. It is in some sort an annual housecleaning. It puts the men on their mettle, creates enthusiasm, starts the season with a swing.

"And then, it helps us realize on our down-down location, with its high expenses. We must get the people and can get the people to come to our store by attractive advertising and window dressing and such events as the annual spring opening. It behooves us to take fullest advantage of our central situation—unless we do so, it loses its value.

"Yes," the interview concluded, "it pays to keep in the public eye."

Watch the Store's Advertising

WHEN the writer was in a store not long ago, a lady came in and asked for an article that had been advertised in the local paper at a special price. The clerk said he knew nothing of the special offering of that line. He had to consult another clerk to find out about it.

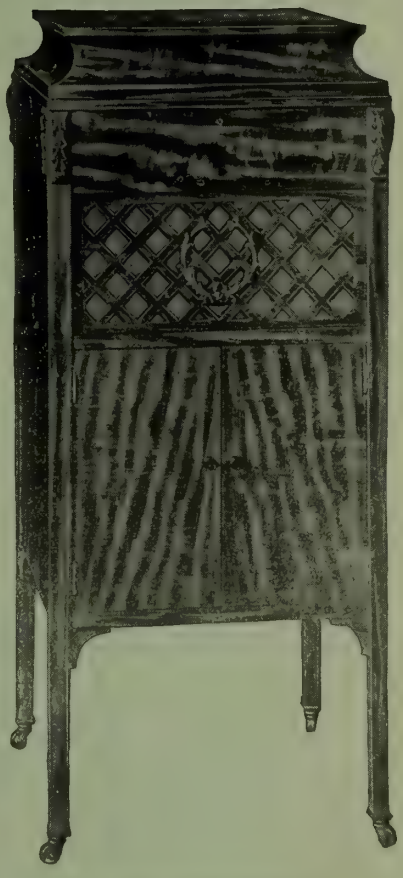
Did you ever witness a more convincing case of admittance of lack of intelligence or interest in his work than this? What would the customer think of such a clerk, and of the store that allowed him to remain behind the counter? The ad. had done its work of bringing the customer into the store, only to have the benefit all but killed by an unambitious clerk.

Clerks should make it a point to keep posted on the store's advertising, special or otherwise, and play up those articles that are featured in it. It is immensely to his benefit because it is easier to sell a customer an article that she has seen advertised.

GERHARD HEINTZMAN



Phonographs



WE contend—and we know whereof we speak—that to demonstrate Gerhard Heintzman Phonograph *means that the sale is made.*

In the matter of daily life there is no selfishness in putting self-advantage FIRST.

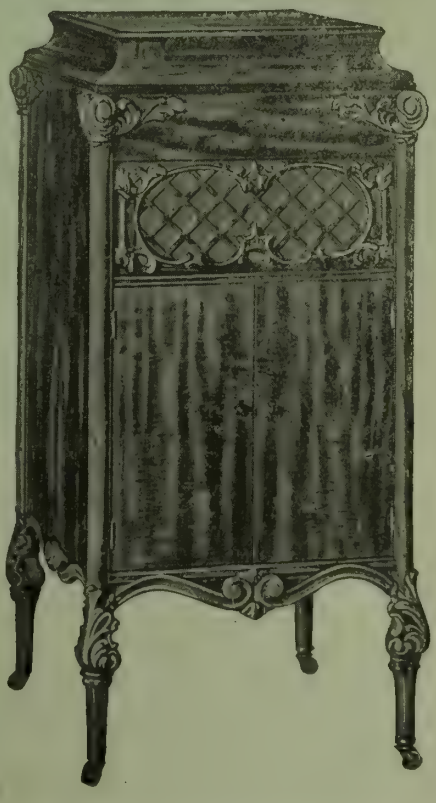
Realizing this basic truth, we decided that it was to our own advantage to do the musical world the greatest service possible by making

"The Best Phonograph Built"

That ambition was realized, and the widespread popularity of the Gerhard Heintzman Phonograph is proof positive of the fidelity with which the principle has been followed.

PERFECT instruments they are—a triumph of ingenuity and skill.





WE ALSO SUPPLY RECORDS MADE BY THE LARGEST AND FINEST RECORD HOUSE IN THE WORLD.

Gerhard Heintzman

LIMITED

75 Sherbourne Street, TORONTO

FOR the benefit of those who can realize the SALES VALUE of the best Pedestal Table that skill can make, we state with emphasis that——



THE

TWIN PEDESTAL EXTENSION TABLE

settles **any** argument which **anyone** may start in regard to the all-important subject of "SAFETY FIRST"—when it comes to selling a PEDESTAL table, a DANGEROUS PIECE OF FURNITURE THAT A CHILD CAN TIP OVER, **BUT** an absolutely SAFE proposition when built like WE BUILD **OURS:**

THE

TILT-TOP TWIN

We have tried to upset it, but we **could** not. The illustration shows the stern attempt we made to turn it upside down.

And so we recommend the Twin Pedestal Extension Table to you solely because of its merits, for a more important, a more practical improvement in table building **never** was made.

It sells whenever demonstrated to anyone in need of a thoroughly reliable, well-built, well-finished table. It will increase your sales to proportions never before attained. The profit is generous!



CHESLEY **The Chesley Furniture Co., Limited** ONTARIO

How a Losing Business was Turned into a Profitable One

An interesting article by the general manager of a large retail furniture store.— From System, the Magazine of Business.

By S. GEORGE GRAVES

THE rising cost of doing business did not grow on me. I was thrown into the midst of it. My job was to make a good business out of a store that had been losing money. I came into my position as general manager without any previous managerial experience, although 17 years of hard work had brought me from the shipping department clear through the sales force. I knew, therefore, the detail of my business thoroughly, but nothing about merchandising. My very ignorance insured open-mindedness, and has resulted in methods which are quite different in many respects from those common in other stores. They are not in the least sensational, but they are successful. The first year in operation, on a smaller gross volume of business, we showed a substantial net profit which has increased steadily since.

There is Economy—and Economy

I know to a fraction the cost of doing business last month, but I do not know what next month will cost. What I do know is that rigidity in appropriating money for expenses is dangerous to profits. For instance, I know that our advertising expense averages about 5 per cent. on sales, but we advertise to sell a certain amount of goods, not to spend a certain amount of money. That is our general policy. Of course, if it is going to cost too much to sell a line of goods, we simply do not handle it. I just give this example, because I have learned that business is not a matter of mere statistics, formulas, or money. These things are tools. Business is men!

The change from an annual loss to a net profit in one year indicates strenuous economy, when one considers that the sales volume was actually less when the profit was made. But there is economy and economy. Sometimes economy is spending less and sometimes it is spending more. Both sorts of economy mark milestones in our success.

Letting Machines Take Place of Men

My first important act was to change radically a common custom with instalment stores. Under the old regime seven collectors were employed at an average salary of $50 a month. All payments were collected at the homes of the purchasers. The office routine involved in this process demanded five extra clerks at an average of $50 each every month. I was sure that a great economy could be effected here, and, in studying the problem I learned one of my first merchandising lessons—and an exceptionally valuable one it has been.

Clerical work is largely automatic. It is better to buy a machine, or equipment, at a first cost equal to a year or two of a clerk's salary, than to let a clerk do a machine's work.

That gave me my clew. I found that for several hundred dollars I could equip my office with devices that would reduce our clerical force by five people, if I could only eliminate those collector troubles. I hit on what is not a new idea now, perhaps, but one which has paid in more ways than a few. We made it part of our sales contract that all payments were to be made at the store. We dropped 12 people, the seven collectors and five clerks. Four important results showed up: (1) The cash saving in salaries alone amounted to $7,200 a year—not a large sum, perhaps, in view of the amount of business we do, but a substantial addition to net profits. (2) It actually reduced our losses from bad debts! This was unexpected and surprising. We attribute it to several reasons. In the first place, people were more on their honor; as the average man is eager to live up to his obligations, the customers made a greater effort to pay regularly. Again, the dishonorable debtor could not readily escape our attention by moving to an unknown address. Under the old system sometimes three months went by without payments, because a debtor was not at home when the collector called, or because he failed to call regularly and he frequently did not know of the customer's removal to another address in time for effective tracing. Now failure to pay promptly results in a courteous letter, followed by a more rigorous registered letter which always seems to reach them. Again, by bringing slow accounts into the store, the method lets our high-class credit man, instead of second rate collectors, deal with them.

Payment of Instalments at Store Helped Sales

(3) The new plan makes friends. People do not like collectors. Our more dignified method appeals to their pride. (4) And it brings people into our store many times—as often as 52 times—a year. It gives our displays more working value. It gives us a chance to cement friendship, and distinctly increases our sales to good customers. It has aided greatly in establishing good will.

Perhaps the only other important reduction of expense by directly saving money was in the delivery department, and even here I found that more than usual expenditures often pay greatly. Our delivery expense had been 7.75 per cent. of sales. Some men in our business will say that that is not high; but I had my start in the shipping room, and I knew it could be reduced. And we did reduce it to 5 per cent. of sales.

Lessening the "Rush" Deliveries

I knew that every day there was a pile-up toward closing time of "to-day deliveries," which involved larger equipment, more help, considerable overtime pay, tired men, damaged goods, and customers really no better satisfied. For two weeks I had the shipping foreman keep a list of the "to-day deliveries" promised by each salesman. This list I arranged neatly and tacked up where the salesmen could see it. Then I called them together and explained just why these deliveries were expensive, and that, although sometimes they are necessary, they could generally be tactfully avoided. A week later I tacked up the results of the next week and praised the men who had made reductions in their "to-day deliveries." The result was a competitive spirit of co-operation, which made

a big difference—enough, indeed, to show up big on the profit sheet.

The first few months of hard study on my problems convinced me of an important fact, perhaps the most important in our business or any other business. Cheap men and cheap methods are the greatest elements in the high cost of doing business! By "cheap," of course, I mean cheap in the worst sense.

Pitfalls of Policy of Cheapness

Because the instalment business has a large share of its sales among people with limited incomes, many merchants promptly assume that only cheap men can be employed. Their policies are marked by a niggardly economy which they believe is responsible for their profits, although their losses are attributed to bad times. I have in mind a competitor who has built up a truly large business with this policy of niggardly economy; but at the end of 1915 he had had two years without a profit. He has made a profit since, because selling conditions have been so easy that no excuse can exist for failing to make a profit.

This merchant employed a man who might have changed this condition for him, but in six weeks they disagreed over this very question and went their separate ways. I am certain that his profits would be greater if his policy were changed. Our own business marks the truth of what I say. Until our realization of this fact, we had really hit the bumps because of cheap methods.

This policy of cheapness has innumerable pitfalls. It is alluring to the treasurer and a siren to the proprietor. But it means high expense in doing business now, and it results in the loss of future business. At the same time it has a most deceptive appearance of doing the opposite. Not only is it expensive, but it has a degenerating psychological effect on the manager's mind.

When we realized this, its corollary law became evident. Business is fundamentally nothing but men-minds. A good business is merely the reflection of good men, under the leadership of good men.

Good Men Kept in the Right Frame of Mind

I made up my mind at that moment that to be a good leader I must have only good men in our business to lead, and I myself must have the right attitude toward the business. Every item in the success of our business finally comes down to men—good men kept in the right frame of mind. Please remember, as you read further about our methods, that I have this unanswerable argument in my favor: we changed a decadent, failing business into what, we are told, is the soundest business of its kind in the city.

Our men do not have to run to me for decisions. They make their own decisions, and their decisions stand without question as long as they are in harmony with the general policies of the store. Even these have been established largely by conferences among us. Do not think, however, that I do not control things firmly. I do, but I do try not to "boss."

Minimum of Salesmen for Business Done

We have fewer salesmen for the volume of merchandise we handle than perhaps 95 per cent. of the stores in our business in America, and we pay them probably more than any similar group of salesmen in America are paid. The percentage of expense for salesmen's salaries, however, is not high compared with other stores. It represents about 4½ per cent. of the total. I know that some stores pay as little as 3 per cent. and their salesmen show it. Others pay a commission of 5 per cent. or more, and yet the individual salesman makes considerably less than any of our men. Incidentally we pay by a salary and a commission; but the main fact is that the high returns to the individual salesman have given us a small group of efficient, contented men who co-operate with the house and with one another with the utmost good feeling and thoroughness. They dress well, live well, and are well. The three greatest elements in selling from a retail store are good salesmanship, good service, and courtesy. Only high-class men, properly encouraged, can supply these things. Our men do.

Creating the Right Store Spirit

Simply getting good men in your employ, I have learned, is not sufficient. We have had competitors induce men to leave us, and these men have practically failed in the other organizations. Why? Because the spirit was not right. A good man must be in the right frame of mind to succeed, and the success of your men is necessary to your success. Besides paying enough money to get good men, we have established several other policies which are vital.

If a man has the right spirit we do not let go of him easily. Men with the right spirit are even harder to get than good men, and it is seldom that a man, whose spirit is the right kind, fails to become a good man when coached helpfully.

We never employ a salesman or a department head from the outside. I learned early that for us this practice has two serious faults. In the first place, there is a loss in the work of the man himself. It takes time to adapt him to our ways and our methods and our policies, and during that time his work suffers a loss. Furthermore, if he does not fit in, the experiment has to be tried again, which means a double and sometimes a great loss until the right man is found. This, however, is the lesser evil of bringing men in from the outside.

Why We Bring no Men from Outside

The greater harm is the effect on the whole organization. The right spirit in the organization demands, for every man, satisfaction with his income, loyalty to the house, and ambition. This ambition must be answered by the possibility of unlimited advancement. Advancement is possible only in two ways, by making the whole business larger so that each individual's services are worth more, and by promotion. The humblest employee has the way open to the highest place in our business, as long as he makes good. Vacancies which occur are always filled from below, therefore, rather than from the outside. This policy has paid us more dividends than the best man we could ever employ from the outside.

Here are a few examples of how it works. Our floorwalker, a mighty good man, used to be a truck-driver for us. Every man on the trucks knows he has a chance to rise, because this example is right before him. I myself came from the shipping room. Our advertising man was one of our salesmen. Do you see how the idea of having only good men runs in a spiral? I can afford to employ good men because they are the least expensive. I cannot afford to do anything else, because poor men below will not make good men on top.

Every one of our men is for the house, loyal to it, ready to fight for it, and to work his head off for it.





New colonial mahogany-finished buffet of suite No. 357¼, manufactured by the Knechtel Furniture Co., Hanover, Ont.

No. 4444, attractive dressing table being shown by Canada Furniture Manufacturers, Ltd.

Rocker and chair in quartered oak, manufactured by John C. Mundel & Co., Ltd., Elora.



No. 277



No. 277½

There are times when it would have lifted a big load off my mind to be able to go outside for men, but I am glad I never have done so, except once. That once, although I got a good man, rock-achored the policy.

Location Only Valuable When Taken Advantage Of

Now, see how these various policies worked out in the matter of display. We spent several thousand dollars in re-decorating our store, and in installing good windows. We have not a huge store, but it is large and well located. Rent, by the way, I find is the least expense of doing good business when it is paid for a good location. A good location, however, is only half valuable if it is not used to the best advantage. That is why we made the store a place which you would like to visit. By decorating the store interior so nicely with one heavy, original investment, we did not need a lot of little expenses for seasonal decoration inside.

The windows were a different matter. We do not stint money on our windows. We find that it pays to be liberal with them.

Advertising is Life Blood of Business

The idea of adapting ourselves to the public is clearly demonstrated in the advertising department. We decided that the old screaming, black-typed advertisements, with the huge special sales we had been advertising, were, after all, merely attempts to force the public. It can be done, too, but it costs too much. Advertising is the life-blood of our business, but it does no good to fill the business too full of blood. There is a limit which cannot be exceeded profitably, except in spurts that are inevitably followed by a reaction. Steady advertising and steady business go hand in hand. Special sales, we found, were actually detrimental to business. Indeed, we would never have a special sale of any sort, if our competitors could be induced to avoid cutting up good business by such methods. In fact, the time is coming—I sometimes believe it is right at hand—when special pricing of any sort will be recognized as bad business.

Our advertising expense has been cut about 40 per cent. but we are constantly in the newspapers; and we use other forms of publicity, too. But—and here is a distinct factor in our success—our advertising, although not spectacular in any sense, is different. The reason for it is that a good man handles it. I rarely see an advertisement of ours until I open my newspaper at home. Less often do I find anything to criticize, and still less frequently do I express my criticism.

Something About Handling High-grade Men

Let me interject a word in this regard. I have learned something about handling high-grade men, which may be an old story; but it is often forgotten. I may think I can do a man's work better than he can, and possibly I can; probably, however, I can not. The fact is that I employed him to do that work, and I let him do it his own way. If anything comes to my attention which needs criticism, I go ahead and give it, of course, but I put it in the form of a suggestion—not of a complaint.

I have referred to the reduction of expense in our delivery department, but I did not tell how we changed this from being merely a passive or service organization to a productive department. By selecting young and attractive men who looked like possible future managers I laid a right foundation. It is not easy to find these men. Good men will not do such work for the usual salaries paid. I made a primary inducement of good wages. Then, I could build securely.

How Uniforms Earned Indirect Profits

There is something about the human mind that responds to cleanliness and neatness. We bought complete, washable uniforms for all our truck drivers, and we issue them freshly laundered each Monday morning. We had a little trouble getting the men to wear them, but did not try to force the uniforms on any of them. What a man does unwillingly he does poorly; and he nurses a grudge to boot. When we succeeded finally in getting them to wear the uniforms cheerfully we were rewarded. It made a good impression on the public, which I had in mind, of course; but more important was the effect on the men themselves. It seemed to encourage care and courtesy and self-respect. There was a noticeable decrease in damaged furniture, and complaints about drivers practically ceased. Without more than a few tactful suggestions here and there from the office, they began voluntarily doing the little extra things which loom large in building good will. A spring to be delivered? "Yes, ma'am, from Young and Chaffee. If you will show me the bed, I will put it right on the frame."

Even the Drivers Helping in Sales

How different from the usual driver's careless and hurried manner! Now these boys in the shipping room have a tradition of their own—a tradition of courtesy and helpfulness. More than that, they have a sales history! Small still, it is true, but growing. At first it was merely a tip to us that a vacant bedroom existed. Then a boyishly awkward suggestion to the lady of the house that a new bedroom suite which was worth seeing had arrived at the store. And now occasionally an actual sale of a mattress, a kitchen table, or such. I do not push this. It has its dangers, but I am letting it work out a little while to see what possibilities it has. But you see the spirit.

Our success in paying profits, which is the result of meeting the rising cost problem successfully, is not in accounting and card systems, although we have everything that is modern in that line. It isn't equipment and machines, although we always buy anything which will make our work more efficient. It isn't our methods of accomplishing certain things, although we have some crackerjack plans. It is the men and how we handle ourselves. And that is what I have been telling you about here.

OH, YOU KID!

George Honsberger, of Pathe Freres, tells this as an original. He overheard it in one of the outside towns while trying to link up a dealer to his line. The dealer had taken on a new boy and was giving him instructions. "Now, if while I am out and a customer wants to look at a mandolin, flute, or piccolo, you know what to show him?

Boy—"Yes, sir."

Dealer—"And suppose he should want to see a lyre?"

Boy—"I'd ask him to wait until you came in, sir."



No. 900-3—Bedroom rocker by The Stratford Chair Co., Ltd.



New Windsor rocker with upholstered back, manufactured by the North American Bent Chair Co., Ltd., Owen Sound.



No. 900-1—Bedroom chair from The Stratford Chair Co. line.



No. 24.—Adam design bedroom suite, manufactured by The Geo. McLagan Furniture Co., of Stratford.

John Kirton's Venture in the Picture Trade and Its Result

By WILLIAM LEWIS EDMONDS

ONE day, two years ago, a woman entered the retail furniture store of John Kirton and asked to be shown some picture frames. As Kirton did not handle them he of course had none to show her. He did not even keep a supply of mouldings from which he could make a frame.

"Oh, well, I suppose I shall have to send to the city for one," declared the woman with an air of disappointment.

Now, Kirton was a man who usually kept an eye open for an opportunity of accommodating a customer, having long since realized that it usually paid him to do so.

"Render service when you can, even if you have got to inconvenience yourself a little," was one of his favorite maxims.

And so when he saw the woman was disappointed he called her back just as she had reached the door. His quick mind had conceived the idea that if she could send to the city for the desired frame there was no reason why he should not do so.

Enquiry Starts Kirton Thinking

"I'll get that frame for you if you leave the picture with me and tell me as near as you can just what you want."

Highly pleased, the woman handed over the picture to Kirton and described the kind of frame she desired.

After sending off the order to a manufacturer of picture frames whose name and address he had obtained from a trade paper, Kirton began to think about the wisdom of giving attention to picture frames and mouldings. And the more he thought about it, the more favorably impressed did he become with the idea, particularly when he recalled the fact that within the last few months he had been asked more than once for picture frames. As one of his characteristics was to act as well as to think, Kirton took train for the city the very next morning. The first thing he did on arriving there was to make a tour of the picture sections of the principal department stores. He followed up this by taking in a couple of the large furniture stores. From the information he picked up through observation and conversation, he decided that he would put a few pictures as well as frames and mouldings into stock. Accordingly, on the morning following the day of his arrival in the city he called on the sales manager of the firm to whom he had sent the picture to frame. During the hour's conversation he had with this man he gathered still more information, and before he left he had placed an order for a few frames, some well-selected moulding, a small, though attractive line of pictures already framed, an assortment of mats, and a supply of glass. The three hours he spent on the train he devoted to the consideration of ways and means of getting the best results from his new venture.

Opens up His Picture Department

Briefly, the decision he arrived at was this: First, as soon as the stock he had purchased arrived and was unpacked he would make the most striking display of pictures in his window that his ingenuity could devise. Then, besides hanging a few pictures on the walls, he would set a well-lighted corner of his store apart as a department for the display of pictures, frames and mouldings. This done he would make a splurge for a week or two in the columns of the local papers.

At the expiration of a week from the day he started for the city he had his department in shape for business. In the arranging of it, excellent assistance was rendered by his wife, who was a woman with a distinctly artistic eye. She also rendered excellent assistance in arranging the window display. Kirton knew enough about the art of window dressing to know that a crowded window is not a good one for selling goods. The largest of his pictures he used as a centre piece, and about this he artistically arranged a few pictures which in subject and price possessed variety. Attached to each picture was a card giving the price in plain figures. A large card intimated that frames could be obtained either ready-made or made to order.

The town, which, by-the-way, was one of about two thousand population, never had a window display of the character before. Naturally, therefore, it attracted all the more attention. Frequently a dozen or more people would at one time be standing before the window admiring the pictures on view.

Fortunately for Kirton this opening took place just about the time buying for the Christmas holiday gift trade began, and so well did his new department take with the public that at the end of three days he found it necessary to dispatch a sorting up order for pictures, frames, moulding and mats.

Used Good Advertising

The advertisements which Kirton published in the local weekly papers were made particularly effective from the fact that he had been able to secure from the manufacturer from whom he purchased his supplies half a dozen or more of good engravings of some of the pictures he carried in stock. These engravings he had also utilized in the preparation of a circular which he had given a pretty wide distribution in the neighborhood. As, in both the advertisements and the circulars, the price at which the picture could be bought was stated under each one shown, quite a number of mail orders were received, delivery being made through the rural mail system.

Kirton's business has grown materially since then, both in regard to general furniture as well as in regard to his picture department. But he says the latter has materially helped him in developing the former. Six months ago he moved into a new store in order that he might have two windows, one for the display of furniture and the other for what he now calls his art department, which attracts customers from near-by towns, in whose newspapers he places advertisements designed to accomplish that purpose.

"It was a lucky day for me," recently remarked Kirton, "when that woman entered my store and asked for a picture frame and I had the good sense to offer to procure for her that which I had not in stock myself. In business, as in many other things, great results often follow seemingly unimportant acts."

Canadian Furniture World

TORONTO MARCH 1918 CANADA

The Special Spring Opening

A large number of Canadian furniture stores make it a practice to launch their spring drive for business by a big "spring opening," when the store is arranged in gala attire and attention directed to it by extensive advertising of a special nature. This somewhat formal special opening serves the useful purpose of directing attention to the store as well as of getting the public thinking of the improvement of their homes by the addition of new furnishings.

Most stores find it profitable to expend a considerable amount of money on this spring opening in order to make it so outstanding that it will really attract attention. One large city firm known to the writer, generally spends about $1,500 on this feature, expending the larger portion of this sum in advertising, but also using a considerable amount for flowers and decorations and special window arrangements.

Of course, this is far above the amount that the average store could afford to spend on such an event, but it goes to prove the high regard in which such special openings are held by aggressive retailers. Every store should make it a point to open the spring season with something really special.

* * *

Reduction in Insurance Rates

It is well that the retailer give study to ways and means whereby his expenses may be reduced to a minimum. One means he **should not take** to secure a reduction in expenses is to reduce his insurance below a basis which will fully protect him in case of loss by fire. It is a chance that the businessman cannot afford to take. He owes it to himself, his creditors and his family to keep his stock and property properly protected against fire loss.

Rather should he give study to ways in which he can reduce his insurance rates. A campaign against the immense fire losses that occur annually in this country is one general means towards this end, but many dealers will find it possible to reduce the rates in their own individual cases by making arrangements whereby the risk in connection with their property is reduced, for the rate naturally depends on the risk. Quite often the chances of a fire breaking out or spreading in a district or building, can be reduced and a reduction secured in insurance rate at the same time.

The best plan is to consult your insurance agent as to means whereby the risk and insurance rate on your property can be lessened. He knows the circumstances and conditions on which rates are based and can frequently make suggestions that will help, especially when a new building is being erected or an old one remodeled.

The insurance rates in many smaller towns and villages are high because there is no adequate protection against fire loss. If such is the case in your town, why not institute a campaign to secure the necessary equipment to competently fight fires?

* * *

Cost of High-Class Management

In his derision of the big departmental stores the small retailer will frequently point to the large number of managers they employ and the high cost of management, to prove that it is simply impossible for them to sell as low on the average as the smaller store. We believe that the big stores do not sell any lower than the smaller stores—on the average, quality and other factors considered. At the same time the writer would like to make the point that high cost of management—or rather high-class management—is one of the big advantages that the departmental stores possess. It works for efficiency and allows effort to be applied where it will prove of the greatest advantage. It means a system that allows of a close tab being kept on the pulse of the business machine. The business is operated on accurate knowledge, not guess work. They know the progress that is being made in each department both in regard to sales and profits, which ones it is desirable to push strongly, as well as those that need stimulating. Provisions are made for the study of the best methods and of the means of getting the best work out of employees. Those responsible for the guiding of affairs are not tied up with details that keep them from applying themselves to the bigger matters that count for so much in the achieving of results.

Accordingly, the high cost of management is more than paid for in the larger sales and profits attained. High grade management is not so much an expense as an investment.

* * *

Competition Caused By Ignorance

If all merchants had a proper knowledge of their business, much of the competition that we hear so much complaint about to-day would be eliminated. It is quite safe to say that competition caused by ignorance is the most difficult competition that the merchant of to-day is called on to combat.

The low prices that are quoted to-day, in many instances are due to the fact that the dealer is ignorant of the exact cost of the goods laid down in his store, or of the cost of doing business in his own establishment. The writer encountered an instance of ignorance of true costs last week, in which the dealer was selling an article practically at the figure that it cost him. It was due entirely to the fact that he had not consulted his invoices when the goods came in, and was unaware that the article had advanced in price. His competitor across the street could not meet his price and make money, and so was confronted with this unfair competition—just because of the other dealer's ignorance of costs.

Then again, there are a good many dealers who have

not a true knowledge of their cost of doing business. They frequently guess at their expenses instead of compiling an accurate statement as the real business man should do, and must do if he is going to conduct his business on a safe basis. Accordingly they do not mark goods sufficiently high to make a net profit, and the dealer who does is up against this unjust competition, caused in this case—by ignorance of correct cost of doing business.

As stated before, this competition, based on ignorance, is the most exasperating that the business man has to combat. How is the difficulty which he finds himself up against to be overcome? If it were possible, a big educational campaign to bring offending dealers to a realization of the folly of their ways would be desirable. The trade journals, Retail Merchants' Associations, The Associated Advertising Club and other organizations are doing good work in trying to awaken those merchants who are going it blindly. Meanwhile, we would recommend that those merchants who find themselves confronted with such competition, should call on their brother dealers who are offending, and attempt to show them their mistakes. Talking over the matter in a friendly way will frequently eliminate such bad competition and pave the way to better profits for both merchants.

* * *

A Hint Re Business Assessment When the writer was in an Ontario store the other day, an assessment schedule was being delivered to the dealer. Which suggests to us that we remind readers that the business assessment in Ontario is based on the assessed value of the property occupied by the business. Where a dealer lives over his store or in connection with it, he should see that the business assessment is based on the part occupied by the store only, and not the residence section as well.

* * *

An Advertising Hint Why should not every dealer do what some of them do, namely, enclose a little advertising matter with every article sent out to a customer?

There is no reason why it should not be done, but there is every reason why it should be done.

The only cost entailed is the printing, and a very few dollars will cover that. The distribution will cost nothing, for the distributing will be done by the customer.

The slips or folders to be used as enclosures should be neatly and attractively printed and the articles advertised should be seasonable. At least once a month a fresh supply, with a different line of advertising, should be obtained. As a matter of fact the more frequent the change the better. In the larger stores once a week would be none too often.

If done well there is no doubt about its being a paying proposition.

* * *

Talk Natural in Your Ads. The purpose of advertising is not to impress upon customers your command of the big words of the English language nor give them the impression that you missed your calling when you did not become a vaudeville artist.

Yet, to read the advertisements of some dealers, one would be inclined to think that they were trying to give customers such an opinion. It appears that just as soon as some dealers sit down to write an ad. they have to become unnatural in the words they use. They forget that the purpose of the ad. is to sell goods and not to spellbind or amuse.

When you are writing an ad. talk to your prospective customer just as if he or she were in your store, and you were attempting to make a sale. Use simple, natural language, and drive home your arguments just as if you had your prospective customers in front of you.

Canada Should Adopt Daylight Saving this Year

IT is up to Canada to adopt Daylight Savings this year. Ours is a country particularly adapted to the scheme, its benefits are readily acknowledged, and there is particular need of such a plan of saving daylight during war time. In addition to this, the United States is to put Daylight Saving into effect in April, and if Canada's time is not placed on the same basis, there will be no little confusion in the matters of trains, mail, news and business affairs.

Those centres which have tried out daylight saving have found it to work out very satisfactory where the circumstances were such that the difference in time with other centres did not cause too great confusion. The big objection to the scheme in individual towns and cities has been the trouble caused because it was not universal, and that the town time was at variance with railroad time, and the time in force in other nearby centres. National adoption of the scheme however, would completely overcome this difficulty, and with the United States operating on the same basis, there should be no confusion whatever, while great benefit should accrue in a variety of ways.

When this scheme was first advocated some six or seven years ago, the big argument put forth in its favor was that it would give an hour more daylight in the evening for recreation purposes. That hour more of daylight is needed just as much this summer, but for a different reason. On account of the acute food situation, a strong call for production is going out this year, and the public is being urged to cultivate all the soil that is available, both in the city and country. An hour more daylight after business hours will be an immense advantage to those who take up gardening, and the number will be large. In addition, it will mean a great saving in lighting bills, for it is a well-known fact that where Daylight Saving has been adopted, that there has been a reduction of no small proportions in the amount of electric energy used for lighting purposes. In these times when there is a call for general economy, such a reduction is important, while it also means the conservation of electric energy and coal, the value of which no one will depreciate after the experience of the past couple of months.

Great Britain set us an example last summer in advancing the clock an hour. The United States has also seen the light, and Canada should also fall in line this year. Those who are interested in the movement, and everyone who understands it should bring their influence to bear on their representatives at Ottawa, to see that there is a Dominion-wide adoption of the Daylight Saving scheme this year.



TWO NEW McLAGAN PIECES

Right — No. 9200, telephone table and stand in Sheraton design. It is made in quartered oak, mahogany and walnut. The size of the table is 13 by 16.

Left—No. 8401, Library table in William and Mary design. It is supplied in quartered oak, mahogany and walnut. It is made with one drawer, and the size of the top is 23 by 38.









New living room suite, No. 785, manufactured by the Gold Medal Furniture Mfg. Co., Ltd.

KNOBS *of* NEWS

Mrs. Werlick, widow of the late Jacob Werlick, furniture dealer at Preston, Ont., is disposing of the business and offering the stock for sale.

The Canada Furniture Manufacturers Ltd., were unable to open their factory at Woodstock on Feb. 20, owing to the floods there.

George H. Whiting of Montreal, formerly of Kitchener, a well-known furniture traveller in Ontario and Quebec, passed away this month after a serious illness. He is survived by his wife, two daughters and one son.

The Beach Furniture Co. Ltd., of Cornwall, Ont., was given permission to operate during the recent "heatless days" because they consume their own refuse while operating.



JAMES MALCOLM
President of the Andrew Malcolm Furniture Co., Limited, who was elected Mayor of Kincardine, Ont., at the recent municipal elections.

The J. B. Watson Furniture Company Ltd., of Kincardine, Ont., has been incorporated with a capital stock of $50,000. The incorporators include James B. Watson and Catherine H. Watson of Kincardine, Wm. J. Rooney of Toronto, Alex. W. Tolmie of Ottawa, and Frederick W. Green of Ionia, Mich.

The Orillia Furniture Co. of Orillia, Ont., have recently made arrangements with the Automatic Container Co. of Chicago, whereby they have acquired the Canadian patent rights to manufacture the automatic filing devices that are produced by this company.

The factory of C. P. Gelinas and Frere Ltd., of Three Rivers, Que., was recently damaged by fire, the loss being estimated at $6,000, fully covered by insurance.

Ralph Cabanas, who recently left the Columbia Graphophone Co. has returned to Mexico, where he has an extensive jobbing business.

The Canadian Phonograph Supply Co. of London, Ont., has been succeeded by the Starr Company of Canada.

The plant of the Jeffries Furniture Company of Welland, Ont., which was recently damaged by fire, is being rebuilt.

The Pacific Toy Company Ltd., of New Westminster, B.C., has recently been organzied.

VISITORS TO THE STRATFORD FURNITURE EXHIBITION

Among the furniture dealers and buyers who visited the Stratford Furniture Exhibition this year, were the following:

B. C. Burroughes, Toronto; E. H. Hughes, Toronto; W. A. Wright, Port Arthur; Mr. Zeigler, Winnipeg; Geo. Bussell, Toronto; Jas. Haygarth, Semans; J. A. Ginest, Quebec; A. E. Everett, St. John; R. J. Campbell, Brandon; Geo. Jeffery, St. Kits; A. McEacheron, Hamilton; Mr. and Mrs. McCape. Calgary; H. J. Sullivan, Montreal; S. Reinhorn, Regina; D. A. Souter, Hamilton; R. M. McClenehan, Hamilton; W. A. Luke, Oshawa; Mrs. Patten, London; Fred. Traut, London; C. J. Lappin, Montreal; A. Tanney, Winnipeg, J. L. Matthews, Port Arthur; J. Cohen, Toronto; L. Yolles, Toronto; A. J. Smith, London; J. Lindsay, London; W. Keene, London; J. Keene, London; J. W. Taylor, Toronto; A. Lutes, Hamilton; F. C. Abbott, Hamilton; L. Klein, Montreal; W. J. McArthur, London; W. A. Calting, Chatham; C. R. Montgomery, Toronto; W. E. Cassidy, Toronto; W. A. Jennings, St. Thomas; F. Goodwin, St. Thomas; W. J. Brown, London; J. H. Clark, Toronto; M. Patten, London; W. S. Partridge and wife, London; S. A. Hewitt, Mitchell; R. S. Tomkinson, Stratford; W. C. Brault, Montreal; R. A. Breckenridge, Owen Sound; Jos. Brophy, Goderich; Geo. Graham, Edmonton; L. W. Phippen, Sarnia; W. T. Box, Seaforth; H. C. Box, Seaforth; Mr. and Mrs. Walker, Goderich; R. Banks, Toronto; C. Johnston, Toronto; B. Leavens, Vancouver; Mr. and Mrs. Stager, Hespeler; Mr. and Mrs. Boyd, Mitchell; Mr. Mederaur, Simcoe; Mr. Hermiston, Listowel; H. Gordon, Montreal; C. F. Duclow, Quebec; W. Canning, Montreal; D. McEacheron, Hamilton; K. H. Green, Hamilton; W. J. Nash, Hamilton; J. G. McGowan, Winnipeg; E. D. McMartin, Saskatoon; A. G. Hackett, Brantford; C. L. Forster, Brantford; D. Becker, New Hamburg, J. Truscott, Saskatoon; J. L. Sproule, Regina; D. B. Bovey, J. W. Turnbull, E. J. Coles, Woodstock; C. Lordly, St. Johns; G. W. White, Edmonton; J. W. Hare, Saskatoon; W. White, Stratford; C. Matheson, Stratford; J. A. Forbes, Stratford; J. A. Duggan, Stratford; A. Vivian, Stratford; C. N. Greenwood, Stratford; C. Down, Stratford; A. J. Flannigan, Stratford; W. Scott, Winnipeg; B. Lesk, Regina; N. L. Brandon, St. Marys; J. H. Logan, Saskatoon; A. D. McFetridge, Winnipeg; W. D. Robb, Toronto; G. Henderson, Toronto.

OFFICERS OF ALASKA BEDDING OF MONTREAL LIMITED

The present officers of Alaska Bedding of Montreal Limited (formerly the Parkhill Manufacturing Co. Ltd.) are as follows:

President—J. H. Sherrard.
Vice-president—R. Bradshaw.
Secretary-treasurer—R. Gomery.
Manager sales department—F. A. Beckman.

The company is well and favorably known as the manufacturers of "Alaska" beds and bedding. It is associated with companies bearing a similar name located at other prominent centres throughout Canada.

The Kemp Furniture Company, Dalhousie St., Amherstburg, Ont., have secured a site at Richmond and Bathurst Sts., on which they will erect a two-story business block.

NEW YORK EXPOSITIONS IN MAY AND NOVEMBER HEREAFTER

New York's January Furniture Exposition had a total attendance of 2,272 buyers. This compares with 1,938 in July last, and 3,197 in January 1917. Under ordinary conditions, this shrinkage in attendance would be a serious commentary on the success of the Exposition, but the remarkable fact developed that among the majority of the manufacturers exhibiting there came reports of practically a normal January business booked during the Exposition.

During the progress of the Exposition the announcement was made that hereafter the Expositions in New York would be held in May and November, and that in the future there would be no expositions in July and January. This announcement was the result of a careful canvass of the manufacturers exhibiting in the New York market, which resulted in a vote of more than two to one in favor of the change..

This result has been brought about by the rapidly increasing number of buyers who have gone into the market in May and November in the past two years and so filled their requirements for spring and fall that they were not interested in the most attractive offerings that could be made to them at any of the markets in July and January. The growth of the early buying custom has been particularly noticeable among the eastern buyers, the territory from which the New York Exposition draws its clientele.

Next Exposition Opens April 29

The announcement of the Furniture Exchange fixed Monday, April 29th as the opening date of the next exposition. It will continue for three weeks, closing on Saturday, May 18th. The opening date is fixed for April 29th so as to coincide with the carpet sale or opening, which is generally held the last week in April or the first week in May. The Furniture Exposition running for three weeks, including both of the weeks in which the carpet sale is ordinarily held, makes it sure that it will be open during the week of the carpet sale, which insures an attendance of several hundred dealers who have always been in New York at that time, notwithstanding the fact that the furniture season was not open. When the carpet season is coincident with the furniture season it is believed that this large attendance will be more than doubled by reason of the double attraction, and that New York will see perhaps the largest attendance of furniture buyers it has ever known in its history as a market.

JOHN C. MUNDELL CO. LTD., ISSUE NEW CATALOGUE

The new illustrated catalogue of the John C. Mundell Co. Ltd., of Elora, Ont., is an attractive production. It is well arranged and printed, and the use of good cuts and high quality paper has produced a catalogue that presents their range of goods to the dealer in an effective manner.

A big range of chesterfields, settees and living room chairs in various designs and finishes has been shown, while considerable attention has been given to their new line of bedroom chairs and rockers, in which the same high quality as characterizes the rest of the Mundell line is evident. Morris chairs, cellarettes, smokers' stands, jardiniere stands, sewing cabinets, telephone stands, tables and magazine stands are among the other lines illustrated in the new catalogue.

"MODERN AMERICAN PERIOD FURNITURE"

A notable contribution to the literature on furniture is the book "Modern American Period Furniture," by Ben. H. Dean, which has just been published by The Periodical Publishing Co., Grand Rapids, Mich. Books there are a plenty on antique furniture, but until the coming of this new volume there has been no satisfactory treatise on modern furniture available. "Modern American Period Furniture," fills a long felt want, and is the direct result of a widespread demand among furniture merchants and householders.

The author is particularly qualified to handle the subject because of his intimate acquaintance with the best contemporary products in the period furniture field. The book illustrates and discusses in a simple, non-technical manner scores of representative period pieces manufactured by the leading furniture makers.

All of the principal English, French and other styles are treated in a chronological order and exhaustive manner, without being wearisome. Two or three worthy antiques are given to form a basis for the style points, and then modern examples of adaptations are introduced to show how manufacturers have adapted the best of the style features in articles of furniture suitable for modern households. The author has no patience with those who make a fetish of genuine antiques, and pays his respects to those who think modern American manufacturers and designers incapable of worthy adaptations.

Excellent line drawings, over a hundred of them, of individual pieces, as well as groups of style details, illuminate the book, while each chapter contains a plate showing a representative room grouping, valuable for its suggestion in arrangement and decoration.

A particularly helpful feature of the book are the style charts, which shows in graphic form the principal features of each style. A comprehensive index makes the volume suitable for reference.

The book fills a real want of the furniture merchant and salesman who wishes to comprehend intelligently the period styles in order to sell his goods effectually. The average layman or householder will also find the volume much more readable and informative than most books on furniture, treating as it does of furniture of modern make and available for home furnishing, instead of inaccessible and undesirable antiques.

The price of "Modern American Period Furniture" is $3, postage paid. It can be obtained from the Book Department of The Canadian Furniture World, 32 Colborne St., Toronto.

"THE KILN DRYING OF LUMBER"

This is the name of a book by Harry D. Tiemann, M.E., M.F., just published by the J. B. Lippincott Co., of Philadelphia, Pa. The author is in charge of the Section of Timber Physics and Kiln Drying Experiments of the U. S. Forest Service, and special lecturer in Wood Technology and Forestry, at the University of Wisconsin. The book contains 280 pages and is listed at $4.00 net.

Among the retailers of Moncton, N.B., who participated in Moncton's Annual Dollar Day on Feb. 28, were The Moncton Carpet & Furniture Co., B. E. Smith and Peter McSweeney Co. Ltd.

ROBERT CORYELL OF TORONTO IN FIGHT TO SAVE FOOD

Mr. Robert Coryell of the Adams Furniture Co. Ltd., of Toronto, has been appointed Toronto district representative of the Conservation Publicity Section of the Canada Food Board.

Mr. Coryell has been with the Adams Furniture Co. for fourteen years. When he first went to them it was to take charge of their office furniture department, subsequently he was made sales manager. At present he occupies the dual position of assistant general manager and secretary of the company. Prior to his connection with the Adams Furniture Co., Mr. Coryell was in the photographic supply business, with J. G. Ramsey & Co. Ltd., of Toronto, and with concerns in Buffalo and New York.

Mr. Coryell has had wide experience in publicity work. He is an honorary president of the Toronto



ROBERT CORYELL.
of Toronto

Ad. Club. He was chairman of the Special Feature Committee, being in charge of street parades, shields, etc., in the Victory Loan organization, and was prominent along the same lines in the Patriotic Fund campaign. His work on the Canada Food Board will be along the lines of the organization of stores by trades. For example, the furniture dealers will have a sub-organization responsible to a central committee, the work of the organization being to further the Government's program of food conservation and production by means of window displays, donations of newspaper space for announcements, recipes, etc.

INCREASED SHIPMENTS OF FURNITURE TO CANADIAN WEST

Furniture factories in Ontario generally report materially increased shipments to the Canadian West during the past year. An outstanding feature is that the demand for high-class furniture has shown no signs of diminishing in spite of conditions that might be expected to curtail purchasing of this class of goods. It is apparent however, that the public have plenty of money and are spending it in the improvement of their homes.

IMPROVEMENTS MADE BY BRANDON HOME FURNISHERS

Campbell & Campbell of Brandon, Man., have greatly improved their store front on Rosser Ave., the show window being extensively remodelled on the bungalow idea, with panelled walls, bungalow windows and a beamed ceiling. A model dining room was first shown in the changed window and attracted great attention.

Other alterations have been made inside the store. A sound-proof phonograph room has been added as the talking machine end of the business has been found very important.

KITCHENER PROUD OF ITS HOCKEY TEAM

Next to being proud of their record as a furniture manufacturing centre, the business men of Kitchener, Ont., both manufacturing and retail, have taken much pride in their local hockey team. They have real reason for such pride this season, the Kitchener O.H.A. senior sextette having carried off the O.H.A. championship and qualified for the Allan Cup, by winning from Dentals of Toronto, by a score of 3 to 0 in the last final game and 7 to 4 on the round. Just twelve years ago the same city did the same thing.

TAPESTRIES MUCH ADVANCED SINCE WAR STARTED

A tapestry which before the war sold to Canadian furniture manufacturers for $1.00 per yard, now costs $2.50 per yard. Another, which in pre-war days could be bought for $1.50, costs to-day $3.50 per yard. Really artistic tapestries could be obtained at $1.60 per yard some four years ago, but they cost to-day from $4.00 up.

BUSINESS OUTLOOK AS VIEWED BY A FURNITURE MAN

"It is inevitable that in the re-adjustment of business following the war there will be dull times for a while," remarked Mr. Godard of the Adams Furniture Company, Toronto, in an interview with THE CANADIAN FURNITURE WORLD.

"When the war broke out, no one knew how things would go. We were upon the brink of a big slump anyway. So people simply sat tight for a time and refused to spend money even when they had it to spend, which many had not.

"But as time went on, and it became apparent that to Canada the big conflict was bringing not business disaster, but a business boom, money began to circulate. As a matter of fact, the year which has just closed was a wonderful one for the furniture business."

"And if the war continues another year business will—"

"Business will continue to boom, so far as I can see. There is money in the hands of the people and they are used by this time to spending it. As a matter of fact, the pendulum has swung to the opposite extreme.

"And after the war, well, as before, people will call a halt upon spending—till they see on which side of the fence the cat jumps. I believe that will last for perhaps a year, may be longer. Then, when immigration begins to pour in—because immigration will pour in; Canada is a great country, and all those downtrodden peoples will flock to us—you will find business brisking up again. And following that I believe we shall see a period of remarkable prosperity in the furniture trade as in every other line of business in Canada."

Columbia Grafonolas

A Booming Barrage of Publicity

COLUMBIA advertising prepares the way for sure, quick Columbia sales.

Columbia advertising is not a "nibble" here and a "nibble" there.

It's a sustained, rip-roaring, booming curtain fire of irresistible selling publicity that creates the urge to buy, and keeps on urging until lovers of music come into your store and say, "I must have Columbia Records number so-and-so."

That's *Columbia* advertising!

Columbia Graphophone Co.

Factory and Headquarters:

Toronto, Canada



Columbia Records TRADE MARK Grafonola

Talking Machines in the Furniture Store

CLOSING SALE BEFORE PROSPECT GETS COLD

When a customer shows interest enough in the purchase of a machine to come in to the store to make enquiries or to hear the machine play, the salesman has his one best opportunity for making a sale. That is the time when he should put forth his best effort, for if the customer departs without purchasing, there is great chance of the prospect becoming "cold" and losing interest.

There is also the possibility of the customer going to some other store where the salesman is more persuasive and as a result the prospect of a sale is completely lost.

When the customer is inclined to hesitate, the salesman must use his best judgment as to just how far he can go in endeavoring to force the issue without offending the customer.

COLLECTING SMALL INSTALMENTS

A suggestion on collecting small instalments that might be worked out successfully in the talking machine trade is set forth as follows by a writer in System:

"Collectors working out of an office where sales are made on small instalments—$1 or $2 a month—are supplied with envelopes bearing the printed address of the office. When the collector calls on a customer and fails to find him in, he leaves one of these envelopes with the nearest person, either in the office or apartment. The collector asks this person to request that the customer remit in this envelope the money due, for only in that way will credit for the collection go to his personal account. He then writes his name on the envelope.

"This makes the transaction a personal matter between customer and collector. In a large proportion of these cases the money comes in next day by mail."

REPETITION IS A GREAT EDUCATOR

Repetition is a great educator. The great influence of the talking machine and the player-piano in deepening a liking for the better class of music is just due to the ease with which those who cannot play themselves are able to play notable selections over and over again. For one who seizes every opportunity to hear a great pianist, symphony orchestra, band, chorus, organist, violinist or 'cellist, there will spring up a deep appreciation for the classics that will continue to mature as repetition makes it possible. As the editor of the music page of the Edmonton, Alta., Journal, remarks: "People will say they simply cannot stand what they call classical stuff, but by way of exception they do appreciate such pieces as Handel's Largo, Dvorak's Humoresque, Paderewski's celebrated Minuet, and Beethoven's Minuet in G." The reason why they consider these as notable exceptions may be given in one word—repetition. They have heard them often and the full message of the composition has taken hold of them. Had the same persons heard other compositions as often, they would enlarge the list of classical selections they enjoy.

GETTING PEOPLE TO COME IN AND SEE AND HEAR MACHINES

More effort should be put forth by dealers in talking machines in their advertisements and window displays, to not only stimulate casual interest in machines, but to actually induce people to come in and hear them. That is the big entering wedge in leading up to a sale. People stop and look at machines in your window. Have a special invitation on your show card that will induce them to come in and listen to the music.

In this connection, the Columbia Company recently used an ad. in leading publications headed, "Walk in and look at them—see them and hear them—that is the way to tell." Retailers might well shape an occasional ad. along the same line. This particular ad. read as follows:

"There is nothing you can buy which you can enjoy buying so much as a Columbia Grafonola—save possibly an automobile. It's a very natural tendency to want to see, hear, and compare the different instruments you are considering. No matter what instrument you buy, you are going to be pleased with it. But the degree of pleasure you get from it will depend upon how complete is your assurance that you have bought the right instrument—the one that will give you the fullest measure of satisfaction. If you have a doubt as to which type of instrument you want, or what kind of finish you prefer, you will find ample opportunity to decide in any store where Columbia Grafonolas are sold. With instruments priced at $18 to $250—all before you—all ready to be played to your contentment—you can judge the Grafonola by any test you wish and buy it with the unshaken conviction that you could not have made a better choice."

TO STIMULATE PUBLIC INTEREST IN RECORDS

For the purpose of stimulating public interest in talking machine records by the more celebrated artists, the dealers of Buffalo propose holding a great musical concert some time during the winter. The Talking Machine Dealers' Association has the proposition under consideration. The dealers believe that by bringing before the public a large gathering of soloists who have made records, there would be a great impetus given to the public interest. It is proposed to follow the concert with a complimentary banquet for the artists. A nominal admission charge to cover expenses may be made, but this point has not yet been decided upon. As a result of the proposal a suggestion has been made that two cities co-operate and hold a concert in each centre.

Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES: ELYRIA, OHIO; NEWARK, N. J. PUTNAM, CONN.

CHICAGO ATLANTA SEATTLE CINCINNATI TORONTO
Lumsden Building

If You MAKE Phonographs

Think of the HEINEMAN MOTOR

Think of the MEISSELBACH MOTOR

If You HANDLE Phonographs

Look for the HEINEMAN MOTOR

Look for the MEISSELBACH MOTOR

If you do not know what a good motor really is; if you do not know the good points to look for *and the pitfalls to avoid*, write us TO-DAY, and we will make plain to you the following points:

Every modern idea in motor construction, every new improvement in motor building machinery, every new method in factory efficiency, every possible advantage that mechanical experts could suggest, are incorporated in the Meisselbach and Heineman Motors, recognized wherever Phonographs are made as **THE PERFECT MOTOR FOR MACHINES OF HIGHEST GRADE.**

We own and operate the John M. Dean Steel Needle Plant—

as fine a needle as can be made.

MEISSELBACH

TONE ARMS MOTORS SOUND BOXES

Future of Talking Machine Depends on Educational Side

So says a speaker in an address during merchants' short course in merchandising at the University of Kansas.

By FRANK E. MORTON

UNLIKE the automobile, taking people away from the home, the talking machine brings all the family within the domestic circle. That is no small social argument in these days, when, in the view of many, family life is disintegrating, drifting toward the cafes and boulevards. As a business condition, it has its corollaries, for the building up of the home life leads to further expenditures in the beautifying and humanizing sphere.

It is well known that at one time dealers who handled pianos were suspicious of the talking machine trade. They argued superficially that their sale would reduce the demand for musical instruments. Now they realize that the voice machine, both from the home atmosphere it fosters and the musical acquaintance it creates, actually enhances the piano demand. It inspires ideals demanding such mediums as pianos for their full expression.

For the last fifteen years those conservators of vocal energy, commonly known as talking machines, have been purveyed in such numbers that the impression might well obtain to-day with those not familiar with the unlimited possibilities of our racial activity that the point of saturation has been reached. I say possibilities, for racial activity is not necessarily spontaneous, and the talking machine trade does not bud, blossom and bear fruit without proper nurturing.

Locally, this point of saturation is being reached because of failure to develop soil for future absorption. Dealers in such localities face not only loss of trade, but a general lowering of the educational development of the community. For it is, in reality, as an instrument of education that the talking machine offers its greatest opportunity to the dealer. An educational influence must needs be fostered. It is not enough that a talking machine, notable in its lineage, attractive in its appearance, even enthralling in its tonal effect be placed upon the market. Such merchandising policy will bring a certain dead level of returns, but it will not expand and develop the trade.

For that, propaganda is needed. The product may not merely be offered to the purchaser; reasons must be offered sufficient to convince that the article is requisite; in fact, indispensable for the happiness and uplift of himself and family.

Among these arguments the educational one—al-



The sale of talking machines in period design is increasing. A suggestive display of Pathe machines from The Robert Simpson Co. Ltd., Toronto.

ANYBODY with imagination and a fair knowledge of English can write a good advertisement, but it takes more than that to make a good phonograph.

The dictionary has been pumped dry of high-sounding phrases. No claim, no matter how extravagant and ridiculous, seems too "high-falutin" for the average talking machine manufacturer to make about his product —but while "fine feathers make fine birds"—fine words do not make fine phonographs.

Perhaps you have found this out, if so, and you have wearied of "fine words," and are looking for a good reliable easy-selling phonograph that will help you build up your business—one with a live up-to-date factory and organization behind it—ask us about the Pathephone—the honestly, sturdily built Canadian machine, with the exclusive new selling features, such as the permanent sapphire ball (instead of steel needles), the tone modifier, the all-wood sound chamber, and the classy cabinet designs, and of course it plays all makes of records.

The Pathephone and Pathe Records offer merchants a complete phonograph proposition with a liberal margin of profit.

Pathe Freres Phonograph Co. of Canada, Ltd.



Factories and Head Office:

4-6-8 Clifford Street, TORONTO, Canada.

DISTRIBUTORS:

Ontario—
Pathe Freres Phonograph Co. of Canada, Ltd., Toronto.

Quebec—
Pathe Freres Phonograph Co. of Canada, Ltd., Birks Bldg., Montreal.
C. W. Lindsay, Ltd., Montreal.

Manitoba, Saskatchewan, Alberta and British Columbia—
R. J. Whitla & Co., Limited, Winnipeg, Man.

New Brunswick, Nova Scotia and Prince Edward Island—
H. L. Hewson & Son, Limited, Amherst, N.S.

though neglected—looms largest. All around us in our homes are these educational agents in most cases regarded as toys or fads. As toys and fads they run their little course, are neglected, forgotten, discarded. Many a talking machine lives a fast life and a merry one; also a short one. While its novelty obtains, its voice is heard in the land night and day, then gradually ceases, and, at least mentally, goes to the 'junk heap.'

But as an educator, an uplifter, it has a cumulative value. It is like a library, usable at any time and the more frequently the better. If it is discarded at all, it is to give place to a more highly developed substitute. It becomes a family institution. We may inquire what has been the effect upon the intellectual development of the purchasers? In what manner and to what extent has the talking machine made for intellectual progression? A phonograph's-eye-view of humanity may enable us so to compute relative values that the realization of the worthwhileness of its manufacture and distribution may prove an inspiration to an increased and more inteligently directed effort.

"Man's productive energy is in direct proportion to his rate of vibration. The higher his rate of vibration, the more energetic and forceful his performance. Man's rate of vibration is increased by intensive, selective listening. which increase is retained through his will power. In listening, man is at his zenith of concentration. Carrying it to extremes, he becomes oblivious of all extraneous surroundings. In listening he is 100 per cent. there.

The well-travelled man is responsive, mentally alert and comprehends and apprehends quickly, not from having viewed peculiar formations of the earth known as scenery; not because he has looked upon straw huts, tepees, bungalows or marble palaces; not because he has observed the activities of men from mountain fastness to towering skyscraper, but because he has been talked to by many and various races of the earth, and has, consciously or unconsciously, accepted viewpoints other than his own; he has established more points of contact with his environment, he has developed an interest in more things. With this multiplicity of viewpoints thus acquired, he can think straighter and express his thoughts with greater confidence and consequent freedom.

The talking machine is one of these real world tours in tabloid; as a traveller's guide it penetrates all lands; it conducts its followers through the forums of statecraft and the temples of vocal art; it speaks not merely the oratory, the music, the scholarship of the present, it can preserve the voice of one age for gratification and enlightment of another. In its diminutive theatre the forensic and harmonic leaders of the world perform on one stage. Beside one's own fireside one may occupy a reserved seat before an array of talent such as no inflated price in the grandest opera houses would command.

And, naturally, it is in the home first that the talking machine appears as an educator. Properly introduced, it becomes a welcome inmate in every household—in city or country—where there is any striving for intellectual advance, not merely to be switched in for a bit of ragtime for the sport of an idle moment—though it also has that value—but to bring within reach of all the family the treasures that are preserved on its vulcanized tablets.

And these need not necessarily be confined to the domain of music. Too much has this been the case, but why let the talking machine delight and instruct and elevate with its rhythmic outpourings, and muzzle it for all other utterances? As a mouthpiece for the pedagogue, the philosopher, the scientist, the sociologist, the statesman, it would extend the limited audience of each to vast dimensions. This is a natural and sequential development as the intellectual possibilities of this 'parlor plaything' gain recognition.

Outside the home, the avenues for the talking machine as an instructor branch out in all directions. Limitless possibilities present themselves in the domain of clubs and neighborhood organizations.

"Perhaps the widest path of development, at present blocked by indifference and inertia, is in the schools and colleges. What valuable records for the classroom if this agency for instruction were more generally employed! The humblest pupil might listen to the most learned savant.

The talking machine in every schoolroom! The suggestion would stagger some of our pedagogues. To them it would sound like having a jazz band concert for opening exercises and a cabaret performance at recess, but it is a probability—a strong probability for the near future, especially if enterprising merchants are wide enough awake to lead the procession.

When the placing of sewing machines in schoolrooms was first suggested, there was doubt as to its value and its relationship to pedagogy. The place for a sewing machine obviously was in the home. Now they are as natural in many schoolrooms as the time-honored globe or the occasional human skeleton. It was the same with the suggestion that pianos be used in schoolrooms for teaching tone values. It is the overcoming of the original inertia that is difficult, and that is the problem for the far-sighted dealer to-day.

Along with its pedagogical value, the talking machine has unrecognized possibilities as a recorder of sounds. When your ear records a sound, it records it momentarily; then the sound is gone. There is no impression left of its exact relative composite intensity; no tracings of its vibrations.

When a sound wave energizes the delicate diaphragm of a talking machine, its whole history is inscribed, and minutely too, for the ear of a talking machine hears more than does the human auditory organ. The markings of these sounds are most interesting and valuable. For the student, for the expert, for the investigator, the talking machine, indeed, becomes a clinic in tone analysis.

The Lost and Found

When you lose your temper, you lose a valuable asset. When you lose your health, there's no use in advertising the fact. When you lose your self-respect, it's time to take invoice and lay in a new stock.

Don't lose your sense of gratitude for favors as they mellow with age. If you find the road to success, don't put out your rear lights. They may be a guide to some other fellow.

When you lose your grit, get the man ahead to put sand on the track. When you find a willing helper, don't take advantage. When you find a true friend, don't lose your appreciation.—Signs of the Times.



Model "Princess" $135

FEATURE THE Phonola *as your leader*

What the PHONOLA represents:

The furniture dealer who handles the Phonola Talking Machine is not handling an experiment or "fly by night" product, but a substantial, established and guaranteed phonograph.

Why the PHONOLA leads:

The tone quality is pronounced by experts as unsurpassed.

What we offer the Dealer:

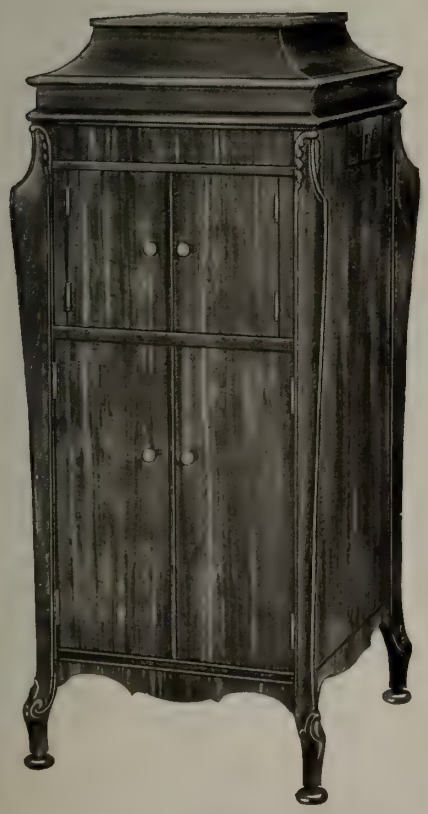
We offer to progressive furniture dealers a *complete* line of machines and a liberal proposition, backed up by a company that is in business to stay—not for a few weeks or months.

PHONOLA MODELS RANGE IN PRICE FROM

$18 to $250

The Pollock Mfg. Company, Limited

KITCHENER *Manufacturers of the* "PHONOLA" CANADA



Model "Prince" $175



Model "B" $45



Model "C" $32.50

The road to greater profits

STOCK MACHINES THAT BRING BACK SATISFIED CUSTOMERS.

(*Master of Melody*) The "Symphonola" (*Made in Canada*)

is the only high-class machine on the Canadian market to-day that allows the dealer a chance to make a real profit. Our new 1918 catalogue and price list are now ready for distribution and will be mailed to any dealer on request. To compare the cabinets and equipment with any high-class talking machine on the Canadian market will convince any dealer of the advantages of handling the "Symphonola." For this purpose we will on request deliver to any reliable dealer on approval one of our machines, and if it is not the best machine on the market, price for price, it may be returned at our expense. Our factory is in a position to handle all orders received and make immediate deliveries, which will be a revelation to dealers who have been disappointed in the past by the service received from other talking machine manufacturers.

The "Symphonola" Sound Box

The sound box is the heart of a phonograph, and it is on the sound box of the "Symphonola" that the most care and expense has been spent. It is a delicately adjusted piece of mechanism that responds with almost human sensitiveness to the slightest vibration. It converts the lines of the records into living tone. No harsh or discordant note mars the music of the "Symphonola."

The "Symphonola" Tone Arm

The "Symphonola" tone arm is a universal tone arm, reversible so that it can be readily adjusted to play any make of disc record. It is just like having all these machines in your home, to own a "Symphonola."



"SYMPHONOLA"
Style Louis de Luxe

The "Symphonola" Motor

Next to the sound box, the motor is of the utmost importance. While the different priced machines have different size motors, yet they are all "Symphonola" motors, which means that they will produce an even, sustained, non-vibrating tone throughout. Has full floating spring case and spiral cut gears, silent wind, worm drive. Every "Symphonola" motor is thoroughly inspected by experts, and is guaranteed to give absolute satisfaction. The "Symphonola" motors are perfect in workmanship and material, all equipped with speed ind cator.

The "Symphonola" Cabinets

The "Symphonola" cabinets are exclusive in design, the highest example of the cabinet maker's art; cases made in five ply, using quarter cut oak and genuine mahogany, and perfectly finished in fumed oak or mahogany, highly polished. Cases finished back as well as front.

THE PHONOGRAPH THAT PLAYS ALL MAKES OF DISC RECORDS

MADE IN CANADA BY

The Canadian Symphonola Company, Limited

31-37 Brock Avenue, TORONTO, Canada

MERVIN E. LYLE JOINS CANADIAN DIVISION OF COLUMBIA COMPANY

Mervin E. Lyle has recently been transferred to the Canadian division of the Columbia Graphophone Company. Mr. Lyle comes from the head offices in New York. His experiences of over fourteen years embraces every phase of the business.

He entered the Columbia service young enough to start at the bottom and grow up through every department. This wide experience is especially valuable to Mr. Bradt, who has, in the handling of the Canadian business, as many and varied problems of manufacturing and sales as the company has in taking care of its principal business in the States.

Mr. Lyle, after starting as secretary to the founder of the Columbia Company, Mr. E. D. Easton, entered the sales end, and was successively retail clerk, wholesale salesman in charge of branch store, in charge of Baltimore, with a wholesale territory covering seven States; assistant manager of the Dictaphone; assistant to the general manager; in charge of the recording laboratories. In 1912 he entered the manufacturing end, becoming manager of the record factory; and somewhat later took charge of the entire Bridgeport factories for the company.

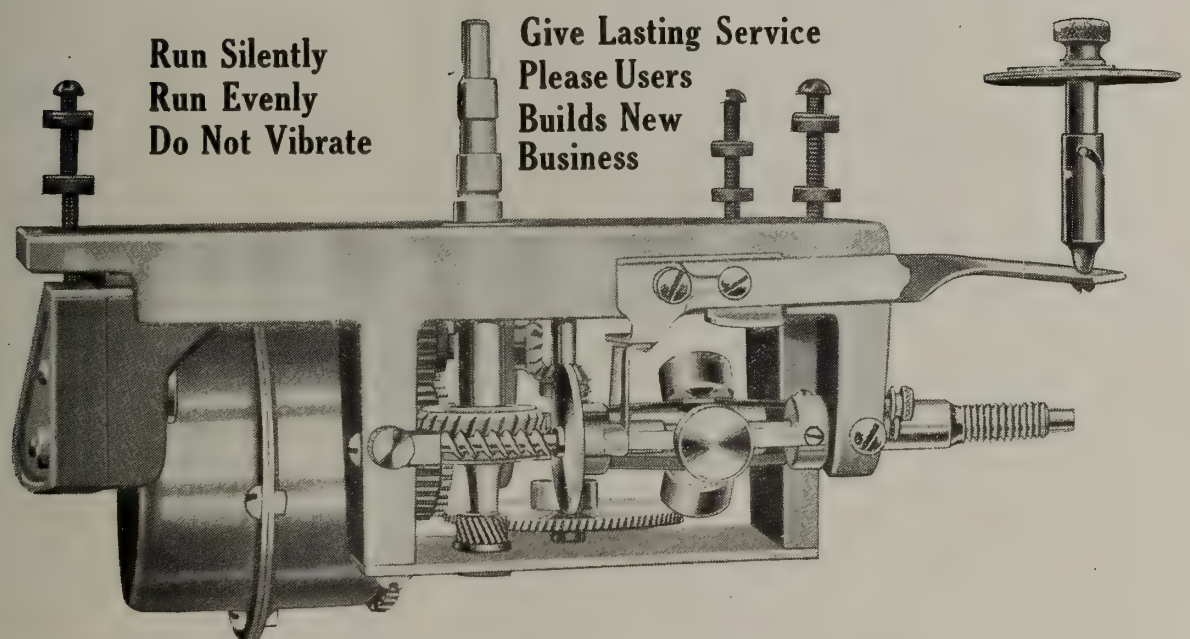
He later became manager of cabinet manufacturing, controlling the making of Columbia cabinet work in more than thirty woodworking plants; and has during the past year been intimately associated with Mr. Whitten, the new president of the company.

With such an experience Mr. Lyle will be of great aid to Mr. Bradt in upbuilding manufacture; in taking care of sales; and the general development of the business, to the benefit of dealers in Columbia products.

The Demand is Daily Increasing for Dayton Motors

Run Silently
Run Evenly
Do Not Vibrate

Give Lasting Service
Please Users
Builds New Business



Your customers judge the value of the talking machine you sell by the performance of the motor. It is the one moving part—hence the one part that must be perfect. If it satisfies, your machine "goes big." No use risking your business future by an inferior motor. The manufacturer of talking machines must build real worth into them if he is to stay in business. Bluff and varnish don't make repeat orders—long and good service does it. Make your machine a standard of excellence by using the Dayton motor, which is considered by the manufacturers and users as being

The Best Motor in the world

Made by the best mechanics in the "City of Precision," where National Cash Registers, Delco Starters, Wright Air Planes, Computing Scales and many other delicate products have developed wonderfully skilled men.

DAYTON TONE ARMS are universal, playing any disc record. Five styles—all good.

DAYTON REPRODUCERS are scientifically correct and practically efficient. Two styles.

WRITE FOR FULL PARTICULARS.

TORONTO OFFICE: 911 Kent Bldg.

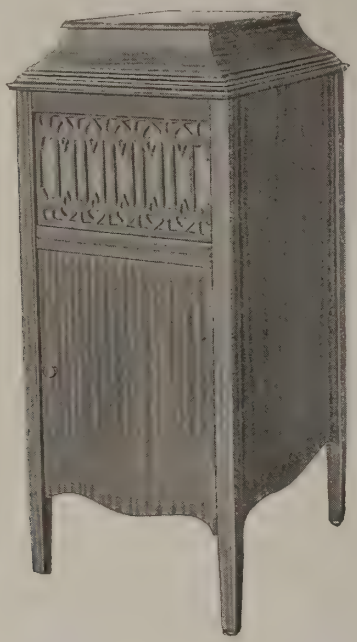
THE THOMAS MFG. COMPANY

328 BOLT ST., DAYTON, OHIO, U.S.A.

DAYTON MOTORS CAREFULLY PACKED

Dayton motors, manufactured by the Thomas Mfg. Co., are now packed separately in heavy corrugated paper cartons and then enclosed in specially constructed wooden cases, which methods result in a minimum of damage or derangement from rough handling in transit.

The Thomas Mfg. Co., who manufacture the Dayton line, have recently reincorporated for $300.000 in order to add to their factory capacity. A great volume of business has poured in during the past few months, and the officers of the company feel very optimistic as to the prospect for 1918, and are especially pleased with Canadian prospects.



Model C Symphonola, manufactured by the Canadian Symphonola Co., Ltd., Toronto.

FURNITURE STORE'S MUSICAL OPENING

A. L. Oatman had a formal opening of his recently renovated store at Tillsonburg, Ont., on Feb. 28. The Imperial Quartette and Miss Coughlan of London, went down to entertain the guests, and the Aeolian-Vocalion helped out the program. The Oatman store has now one of the finest fronts among the smaller centres in Ontario.

BABY ICEBERG FALLS INTO OFFICE OF REGAL PHONOGRAPH CO.

A mass of ice falling from a second-storey roof during the heavy snow storm in February, crashed through a skylight in the premises of the Regal Phonograph Company at 145 Church St., Toronto. An office chair, under the skylight, but fortunately unoccupied at the time, was smashed to pieces.

WHAT ADVERTISING REALLY IS

When a man begins seriously to investigate advertising he gets some rude shocks. He finds that most of the things he thought about advertising are not so. He finds that desultory advertising never paid and never will. He finds that real advertising is merely another term for the new science of business efficiency applied to the selling end of a business. That its function is to reduce the time and cost of creating customers. That in place of the old, piecemeal, unscientific selling methods, it deals directly with the great currents of demand. That it sees to it that this demand is surely and completely supplied. That in accomplishing sales the printed advertisement is only part of the operation. That behind the printed advertisement must be the systematic and unimpeded distribution—the smooth and economical correlation of each part of the selling machine—the understanding and control of that machine without which its highest efficiency is lost.

Keep all the Machines Going

It is greatly in the interest of the dealer that all the machines of his customers be kept in operation. If they are not, and if there is anything that tends to reduce owners' interest in talking machine music, it will materially affect the sale of records.

Where owners of machines report anything wrong, the dealer should make an effort to have the matter righted. If it is not, his sales of records will be less, or the machine may be entirely discarded.

The National Cabinet Company Ltd., of Toronto, has been incorporated with a capital stock of $40,000.

H. H. Matthews, president of the Thomas Mfg. Co. Ltd., of Dayton, Ohio, was a recent visitor in Toronto.



No. 502 The Skipping Rope.



No. 501 Come Back! Come Back!!

Two beautiful photogravures on 30 x 40 paper, from the line of Matthews Bros., Ltd., Toronto.

Undertakers' Department

Problems affecting the Undertaking Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

Model Funeral Establishment at Winnipeg

Up-to-date parlors and equipment of Western funeral director—An Easterner in the West.

AMONG the leading funeral directors and embalmers of Winnipeg, Man., are Clark Bros. and Hughes, located at 193 Donald St. (corner of St. Mary's). The accompanying photograph gives a splendid idea of the firm's new funeral home and chapel recently opened, as well as the motor car equipment.

Always up-to-date and with a breeziness that carries all before them, Western funeral directors are making a name for themselves all over the country, and in the forefront is the principal of this enterprising firm. W. T. Clark is an Ontario man, being born in Peel County. He is the only remaining member of the firm. He is a son of the late J. B. Clark, funeral director, Chesley, Ont., so comes into the profession naturally. Like all his Western confreres, Mr. Clark has a hearty welcome for Eastern friends, and extends a cordial invitation to all funeral directors. He is a member, and has been from its inception, of the Western Canada Funeral Directors' Association.



W. T. Clark
One of Winnipeg's prominent funeral directors.

The equipment shown in the accompanying illustration does not take in all the motors. There is besides those shown a motor ambulance and two other cars. They were in use when the photo was taken, so could not be reproduced. Mr. Clark stands in the forefront of the photo.

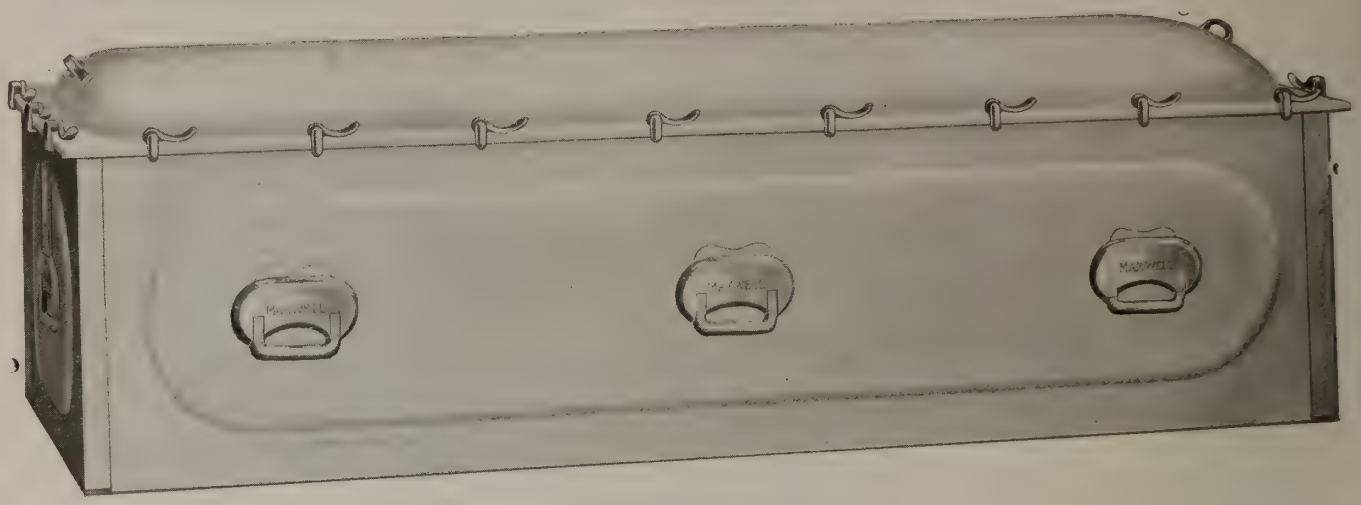
TORONTO'S PNEUMONIA SCOURGE

The pneumonia scourge in Toronto during the first two months of this year has been much less severe than in January and February last year. There were 150 deaths registered as against 216 in January and February last year, a reduction of 66. There is also a decrease of the deaths from the disease in 1916 of 113.



Comprehensive view of Clark Bros. & Hughes' funeral parlors and auto equipment. Mr. Clark in foreground.

Maxwell Sanitary Steel Vaults



Our Customers are Assured of Superlative Quality and Prompt Delivery.

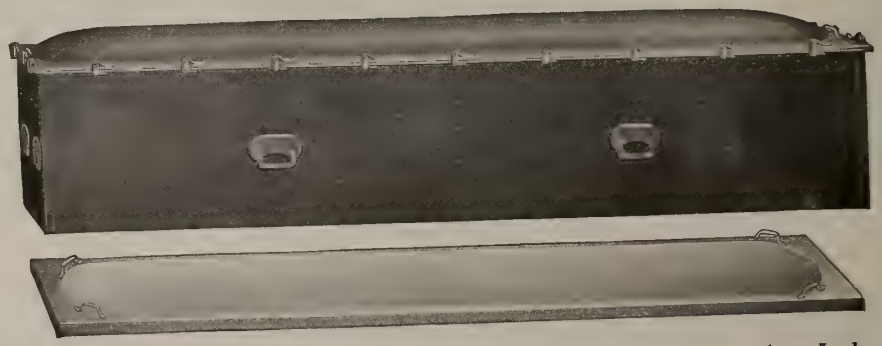
Maxwell Vaults are Abundantly Strong for All Burial Purposes, Yet Light and Easy to Handle.

Superiority Unquestioned Design and Construction Unequaled

Carried in Stock by All Leading Jobbers

Ask for Revised Price List

Maxwell Ambulance Transfer Case



For the Handling, Removal and Transportation of Bodies. An Indispensable Adjunct to the Modern and Progressive Undertaker.

Recent Changes in Design and Construction have Greatly Improved the Appearance and Practical Utility of this Case, and Reduced its Weight, Making it much more Convenient to Handle.

Removable Interior Tray Retains All Leakage and Discharge, and Greatly Facilitates the Handling of Bodies. Handles conveniently placed to enable two persons to remove without difficulty.

Inside Dimensions: 75 in. long, 20 in. wide, 15 in. deep.

Prices: With Tray $30.00; Without Tray $28.00; Tray Alone $5.00

Sold by the Leading Canadian Jobbers.

Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.



Organization Means Service

No matter how a business man or a business house may desire to give good service to their customers, they cannot accomplish this object unless there be behind the desire an effective organization.

The Bolsheviki of Russia desire, no doubt, to create better conditions in that country, but through lack of organization they are practically powerless—unable to overcome the obstacles in the way.

The Dominion Manufacturers have the desire, and that desire is backed up by carefully planned and comprehensive organization, an organization built up with service as its objective.

With factories in every section of the country, executives with high reputations and long experience in charge of each branch, each working in co-operation with every other; with a central organization to co-relate all effort for the benefit of the customers; with exceptional buying power and farsighted executives anticipating market-changes—with all these forces working to one end, the result is "Dominion Service."

Dominion Manufacturers, Limited

Head Office: 109 Niagara Street, Toronto, Canada

DOMINION SERVICE

No. 708 Canopy Couch



A very beautiful Child's Couch Casket; covered with white embossed plush; drop side, full lid and extension canopy; fluted scroll pillars; magnificently upholstered in crushed Marceline silk.

Sizes: 3 ft., 4 ft., and 5 ft.

"Purchase the Scientific Manufacture of Many Years' Experience"

Dominion Manufacturers, Limited

Head Office: 109 Niagara Street, Toronto, Canada.

War Will Bring Progress

By Howard S. Eckels, Ph.G.
Dean of Eckels' College of Embalming, Philadelphia, Pa.

(Written for Canadian Furniture World and The Undertaker.)

CONCLUDED FROM LAST ISSUE.

Every embalmer realizes that the tendency of raw formaldehyde is to set and coagulate the blood, and to harden the blood clots, as well as every other part of flesh and fibrin with which it comes in contact. In a peroxide of hydrogen fluid this tendency is modified and eliminated by softening and refining chemicals which transform the formaldehyde into formochloral, a substance which possesses all of the virtues and none of the well-known disadvantages of raw formaldehyde. Fifteen-sixteenths of the atomic weight of peroxide of hydrogen is oxygen. Its effect upon the blood is therefore apparent to any thinking man.

How should a fluid be injected? While it is possible of course, to inject it by any of the older methods, most decidedly the best way is into the arch of the aorta itself, the beginning of the arterial circulation of the blood during life. The course of the embalming fluid after death being precisely that of the blood in life, it follows as a natural sequence that the embalmer who most closely follows nature's own method, and starts the circulation of his fluid exactly where nature starts the circulation of the blood, is the most apt to attain perfect results, and is a master of his art.

The arterial tube is inserted in the axillary artery, which is picked up through the same incision in the arm-pit by which the vein was reached. The tube is flexible and passes through the axillary and sub-clavian arteries directly into the arch of the aorta. The circulation after death always is sluggish, and to attempt to inject fluid through the brachial artery, as is now only occasionally, but once was commonly done, is nozzling out of the big end of the hose.

Then a large proportion of the embalmers who still cling to the old brachial artery, drain blood with a sharp-pointed trocar through which they seek to reach either the superior vena cava or the right article of the heart, and to drain the blood in this way. The method is brutal in the first place, is unscientific in the second, and makes reinjection difficult even where it is carefully done, and practically impossible where a puncture is made, which happens four times out of five even in the hands of those most skilled in the use of the trocar.

But to return to our body. We have stopped injection at the point where our judgment tells us the best cosmetic effect has been secured. We have drained as much blood from the superior vena cava as naturally flows. What had occupied the capillaries of the face and hands had been driven out by the peroxide of hydrogen fluid, which being a blood solvent had facilitated drainage and which had not set, hardened and discolored blood where it would disfigure the face or give a putty color. So far so good. Then what?

Leave the body at least twelve, and preferably twenty-four hours, in order that the fluid injected at the first call shall have had an opportunity to close the capillaries in the face and other tissues where perfect circulation is had, and render impossible infusion of discolored blood from other parts of the body to mar the cosmetic effect secured. The drainage tube then should be withdrawn from the vein, as no further blood can be gotten on a second call.

The arterial tube, however, should be allowed to remain in place, so that all that will be necessary on our second call will be to attach the hose to the tube and start further injection of fluid.

These directions of course apply more to our present work at home than to what we expect to do on the battlefield. The general principles governing them, however, are precisely the same. We cannot always wait twenty-four hours for a second injection, and consequently cannot expect to secure the same perfect cosmetic results, but as far as preservation itself is concerned, there is substantially no difference, provided the general thought underlying the whole method is conserved.

CREMATION ASSOCIATION ANNUAL MEETING

The fifth convention of the Cremation Association of America will be held at Rochester, N.Y., on Monday and Tuesday, September 9 and 10, and will be followed on the 11th, 12th and 13th by the annual meeting of the American Cemetery Superintendents' Association. This will give the cemetery secretaries and superintendents who belong to the C. A. of A. an opportunity to "kill two birds with one stone." There are nine of them as follows: A. W. Hobart, Lakewood Cemetery Association, Minneapolis; John Keller, Mt. Hope Cemetery, Rochester; A. Cruikshank, East Lawn Cemetery, Sacramento, Cal.; Wm. J. Adams, Lindenwood Cemetery Association, Fort Wayne, Ind.; W. Ormiston Roy, Mt. Royal Cemetery, Montreal, Que.; H. S. Mann, Forest Lawn Cemetery, Omaha; Wm. D. Peirce, Riverside Cemetery, Denver; Jos. S. Kemp, Oakwood Cemetery, Tacoma, Wash., and Mr. Benedict, of Rosehill Cemetery, Linden, N.J.

Dr. Hugo Erichsen, ex-president of the Cremation Association of America, has been invited by the chairman of the committee on arrangements of the A.C.S.A. to give a lecture on cremation before the cemetery superintendents, on the evening of September 11, which will be followed by an exhibition of the lantern-slide set of the C. A. of A., that was shown at the Pacific and Panama International Exposition.

DR. FERGUSON HAS NEW PERFUME

Dr. and Mrs. G. W. Ferguson stopped over a few hours in Toronto on their way to New York, and called on a few friends, among them The Canadian Furniture World and The Undertaker. The doctor, who in addition to being Canadian representative of the Champion Chemical Co., is a druggist in Grand Rapids, Mich, has a new perfume with a very attractive odor, which he hopes to put on the market shortly through his firm, the Champion Chemical Co.

TWO PAPERS FOR PRICE OF ONE

A CHANGE in the subscription rate of The Journal of Research in Embalming and Allied Sciences, published and edited by Prof. Dhonau, will be made at the end of this year, when the price will be raised from one dollar to one-fifty a year.

Until that time, however, readers of Canadian Furniture World and The Undertaker, will have the opportunity of getting both papers for $1.75. Send subscriptions and renewals to James O'Hagan, editor, Canadian Furniture World, 32 Colborne St., Toronto.

Either paper's rate now one dollar.

Both papers' rate now one-seventy-five.

DOMINION MANUFACTURERS ANNUAL MEETING

The annual meeting of the shareholders of Dominion Manufacturers. Ltd., was held at the head office, Niagara and Tecumseh Sts., Toronto, on Wednesday, February 20. There was a good attendance. The reports of the officers were presented, read and adopted. They showed the past year to have been a successful one.

All the officers were re-elected, with the exception of Mr. Webster, who because of his other interests, asked to be relieved of the presidency. His successor is C. H. Ivey, London, Ont. Mr. Webster still retains his seat on the board of directors.

FUNERAL DIRECTOR DISAPPEARS

A dispatch to one of the Toronto papers says: Much anxiety is felt over the mysterious disappearance of J. M. Crawford, an undertaker in Brampton, Ont., for the past 30 years. He has not been seen since February 25, when he was seen on his way to the home of R. H. Pringle in connection with the arrangements for that gentleman's funeral, which took place the following day. Mr. Crawford accepted a ride in a friend's motor car and was dropped off near the Pringle home. He stepped from the car a few feet from the Etobicoke Creek, then much in flood, and the fear is that the might have fallen into it and been carried away, as no trace of him whatever has been found since. Mr. Crawford, who was highly esteemed, is a little more than 60 years old.

OUTLIVED NINE HUSBANDS

Into a grave in a ragged, unkempt cemetery in the front yard of her home on the river bluffs near McGregor, Ia., and alongside the graves of seven of her nine husbands—with none to mourn her passing—there was recently lowered the body of Mrs. Emma Cameron Van Sickle, known as the "woman of many loves," says a writer in the daily press. The strange woman's neighbors, with whom she seldom mingled, propose to erect a tombstone over her remains.

Mrs. Van Sickle, who died at a ripe old age, had lived at various points in the west, and of late years spent much time in bringing to her home the remains of her former husbands. She had seven of the bodies buried before death called her.

ONTARIO'S NEW EMBALMERS

The following is the result of the examination conducted by the Board of Examiners under the Embalmers' Act, at the Parliament Buildings, Toronto, on February 12th and 13th last:

Eleven candidates wrote, and of these, four failed to pass. Here is the list of successful candidates:

Honors—R. Lloyd Peacock, Toronto; J. G. Truscott, Hamilton.

Pass—John Comstock, Peterborough; J. A. Hilts, Toronto; D. Maclean Johnstone, Lucknow; Vincent Kelly, Colgan; Gerald J. McFadden, Peterborough.

C. E. A. EXECUTIVE MEET

A meeting of the Executive of the Canadian Embalmers' Association was held at Toronto on Monday, February 11th, in Secretary F. W. Matthews' office, 665 Spadina Avenue. There were present Robt. Nugent, Lindsay; F. J. McArthur, Cobourg; F. Morris, Bowmanville; A. R. Coltart, Chatham; and Secretary Matthews. The only absentee being N. L. Brandon, St. Mary's.

A number of matters of interest to the Association and to the profession generally were taken up, and some topics coming under the purview of the Government Board were discussed with Secretary Thos. Simpson of that body. Some plans were discussed, also, relative to this year's convention, the details of which have yet to be worked out. When they are, another meeting will be called of the Executive, and a tentative program proposed.

INCORPORATION OF CEMETERY COMPANY

Notice has been given under the provisions of The Cemetery Act that E. H. Dolsen, H. J. Falloon, J. Clark, S. D. McGee, W. T. Sims, D. F. McKenzie, H. Aitkinson, A. Underwood, Ben French, Jr., Harold E. H. McNab, George Prosser, J. Smail, B. Houston, John McKenzie, A. B. Fraser, J. H. Sims, W. H. Barber, R. McKinnon, C. R. Bennett, James French, Jr., L. French, James French, Sr., Geo. Sims, E. M. Lemery, H. E. Monhulland, D. J. Falloon, George Lemery and N. Lemery, all of Strassburg, Sask., are constituted a cemetery company under the name of The Lakeside Public Cemetery Company.

ASSISTED AT HALIFAX

In addition to those already mentioned in our last issue as helping in the disaster of December 6th last, there should be added the names of J. F. Rice, Digby, N.S.; A. J. Logan, Shubenacadie, N.S.; Mr. McLaren, of McLaren & Son, Pictou, N.E.; David Zinc, Mahone Bay, N.S.; W. A. Reid, Berwick, N.S.; Arthur Mungridge, Shediac, N.B.; and W. E. Campbell, Sackville, N.B.

APPRECIATION OF ASSISTANCE AT HALIFAX

The Canadian funeral profession are indeed grateful to Dan. MacLean, vice-president of the New York City Undertakers' Association, and Mr. Hay, of Hay & Peabody, Portland, Me., who gave so much of their time and rendered such assistance to the funeral directors who worked at Halifax following the awful disaster there.

The Nova Scotia Funeral Directors Association, through President A. W. Murray and Secretary Cecil E. Zink, sent a letter of thanks to the New York Association for their help and co-operation.

STILL IN BUSINESS AT THE PAS

In the January number of Furniture World an item appeared under "Professional Notes," stating that Guymer Bros., of The Pas, Man., had discontinued their undertaking business there. Mr. D. H. Guymer writes to correct this, and to state that the firm is still in business in The Pas, intend to stay, and never had any intention of discontinuing. As our item may be such as to cause damage to Guymer Bros. business, and inconvenience to the members of the firm, we gladly publish this correction, and hope the firm will continue along its even and successful way until it becomes one of the greatest in northern Manitoba.

SOME DAY *DIOXIN* WILL BE USED BY PRACTICALLY EVERY GOOD UNDERTAKER!

These are Some of the Reasons why WE Recommend DIOXIN and why YOU Should Use It!

It is interesting and impressive to talk with the funeral director who has adopted **DIOXIN**, the Peroxide of Hydrogen fluid.

He entertains no misgivings, no doubts, no uncertainties.

He **KNOWS** that he has the Best Fluid in the world and he will tell you **WHY**.

And we firmly believe that the weight of his experience soon will result in the majority of other funeral directors using **DIOXIN**.

We have implicit faith in the working of that business law which rewards a product in proportion to its deserts; and we are confident that its application will benefit **DIOXIN** Embalming Fluid.

We believe in the professional world—whether it be caskets, or hardware or linings or embalming fluids—a sifting process goes on continuously which sends the unfit to the bottom and the fittest to the top.

We believe that an inexorable law is set in motion by an exacting professional demand which unerringly will hunt out **DIOXIN** as the best fluid just as it has hunted out the best caskets and the best funeral supplies.

And it is our quiet conviction that **DIOXIN IS** the best fluid made in America to-day; that the sifting process is under way; that professional sentiment is rapidly turning in its favor; and that it is only a question of time before **DIOXIN** will be used by every funeral director who demands the best.

Dioxin Contains More Peroxide than Any Other Fluid Made!

H. S. ECKELS & COMPANY 221 FERN AVENUE TORONTO, ONTARIO, CANADA

Funeral Vehicles and Ambulances

MADE TO ORDER



We finish job complete, or body only if desired.

We rebuild horse-drawn.

This hearse is up-to-date in every respect. Weight of body less than 1000 lbs. Is fitted on "Cadillac" chassis.

We have departed somewhat from the usual body proportions, with most happy results, in that we have eliminated top heaviness, reduced the weight, and added a newness—a distinctiveness that speaks louder than words—proclaiming CLASS! Write us for prices before placing your next order.

WM. H. WATTMAN CAR BODY CO. - 237 Mutual St., TORONTO

EXTRAORDINARY CARE IN DIPHTHERIA

The great prevalence of diphtheria at the present time, says a writer in The American Funeral Director, should be a warning to all funeral directors to be prepared to properly diagnose any case that may come under their care. "Consider all cases of sore throat as diphtheria until they are shown to be otherwise," is an edict issued by the public health department of one of the larger American cities. The peculiar odor of the remains of a person dead from diphtheria is an infallible indication of the presence of the germs of the disease; but the odor, the pungency of which may have been destroyed by disinfectants or deodorants, applied before the coming of the undertaker, is unmistakable and carries to the nostrils as sure a messenger as can be found.

A physician called to attend a sick child entered the outer hall of the house, and before entering the sick chamber, exclaimed: "Your child has diphtheria!" The physician had at one time been attacked by the disease, and came near dying from the effects. He appeared mortally in dread of the disease, and stood in the centre of the room, not approaching the bed, to give instructions for the treatment of the case. Other positive tests of the disease should be applied in all cases where death is caused by diseases of the throat.

Physicians have fully discovered the cause of diphtheria, the modes of transmission of the contagious elements from one person to another, and they have a reliable remedy and preventative in antitoxin. So the undertaker who is properly informed as to the nature of the disease and its positive indications, is strongly prepared with his embalming fluids for the complete destruction of the germs, and the body dead from diphtheria is readily rendered harmless.

Then should follow the immediate disinfection of all instruments and materials that have come in contact with the remains, and also the proper disinfection of the person and clothing of the embalmer. A physician should be consulted as to whether an antitoxin should be administered as a preventive. Carelessness and imprudence in the handling of such cases is not only inexcusable, but should be branded as criminal, and any person guilty of carelessness in handling such cases should be reported to the proper authorities at once, and steps be taken for the revocation of the license under which he acted. These facts in regard to precautions apply not only to cases of diphtheria, but in the main to all cases of infectious or contagious diseases.

J. J. Hennigan, funeral director, of Chatham, Ont., lost a little five-year-old girl recently through diphtheria.

GOOD WORDS FROM THE "DEACON"

Enclosed find $1.00 for subscription to The Canadian Furniture World and The Undertaker. Would not miss it, for sure it keeps us all in touch with what is on the move in our best circles. May you carry on with new life and thought in the year we are about to enter, and may it be your privilege during the same to send out the glad news to us all that the dawn of a perfect peace has come to this good old world, and that Man's Brotherhood to Man will have become a great reality and the knowledge of the fullness of the Fatherhood of God become a breath of real life to us all.

W. H. HENDERSON.

FUNERAL DIRECTOR'S BODY FOUND

In another part of this paper an item appears regarding the disappearance of J. M. Crawford, of Brampton, Ont. Since the writing of that item news has reached us that the body of Mr. Crawford was recovered some days later under the bushes about half a mile down the creek imbedded in the ice in a perfect state of preservation. No inquest was necessary. Deaf and near-sighted, he is supposed to have walked into the creek without realizing it.

WARM MEETING OF CEMETERY BOARD

The recent annual meeting of the St. Thomas, Ont., Cemetery Co. was a lively one. A large number of plot owners were present, to discuss the resignation of the superintendent. C. A. Towers, funeral director, St. Thomas, informed the meeting that the cemetery directors acted more as autocrats than representatives of the people, and ought to resign in a body. Charges and counter-charges were made, and at several times it appeared as if some bodily harm would be done. Eventually a board of directors was elected and the matter of the superintendent will be taken up by the board.

ON THE SICK LIST

A number of funeral directors are reported on the sick list of late. H. L. Godin, general manager of Dominion Manufacturers, Ltd., Toronto, has been laid up with a rather serious attack of influenza.

J. C. Van Camp, funeral director, Toronto, and a member of the Ontario Board of Embalmers' Examiners has been very low with an affection of the heart.

W. A. Thorpe, Brantford, has been laid up for a fortnight with grip and tonsilitis.

UNDERTAKERS ADDING MOTORS

W. Taunton, Strathroy, Ont., has added a $3.000 motor hearse to his establishment. It is built on a three-quarter ton Reo truck, the body being a special Mitchell one.

Hicks & Son, Essex, Ont., have added a motor hearse to their funeral equipment. Greer & Son of London, are the builders. A Studebaker chassis carries the load.

PROFESSIONAL NOTES

A. L. Jencke, Chatham, Ont., whose premises were recently damaged by fire, has opened up his funeral parlors in a new location.

Donald Gillies, assistant to N. J. Boyd, Mitchell, Ont., joined the benedicts around Christmas time, but the news has only reached Toronto now.

The University of Michigan is giving a course of "Embalming and Sanitary Science," as a special summer course. This year will be the sixth year that it has been undertaken.

NOT WITHOUT A BED

Arriving late in the evening at Chatham, owing to delayed train service, Clarence Buck, on one of his recent selling trips, tried to make all his customers before registering for a room at the hotel. When he reached the inn he found a full house, so he returned to Jencke's and slept all night in a casket. He chose a good one of silver grey, but he says his dreams were peaceful.

Pay Unto Others as You Would Have Others Pay Unto You

ONE of the United States casket manufacturers became so imbued with the thought expressed in the heading above that he wrote the following little article in brochure form and sent it to his friends. As it has to do with the accounting end of his business—and applies with equal force to funeral directors—we publish it without any apology, for it contains some very pertinent suggestions:—

On the books of every business house there are two classes of customers. Those who can be depended upon for the prompt settlement of every invoice, and those whose accounts are always behind because they never pay a bill until repeated statements, letters and possibly threats have been sent.

We all know with which class we prefer to do business, which we are most anxious to please, and to which we are most ready to grant favors.

But the important thing to each of us is, to which class do we belong?

To those who, through oversight or through the laxity of their own customers in remitting, have gotten into the latter class the facts which follow are very pertinent just at this time.

Our country is engaged in a great war, for the prosecution of which immense sums of money are required. Much of this money must be obtained from business institutions in the form of taxes. Other sums must be obtained from the same source in the form of bond subscriptions. Business can only pay taxes and buy bonds when it is in a healthy condition. It is therefore of the utmost importance that the commercial welfare of the country be carefully safeguarded.

Nothing will be of greater help in maintaining this healthy condition than the prompt payment by everyone of the bills they owe.

Manufacturers, in order to protect their customers against inconvenience from freight embargoes and the shortage of materials, are forced to carry unusually large stocks. This would under any circumstances require large sums of money, and with materials at the present high levels the amount involved becomes tremendous.

If the goods manufactured from these expensive materials are paid for promptly no undue hardship results, and the manufacturer can continue to render good service, contribute to the prosecution of our national aims, and give profitable employment to many workmen.

But to carry these immense stocks of costly materials, employ labor at high prices to make up the goods, and then wait an indefinite time for payment imposes a burden which the manufacturer cannot meet, and must pass on to those who buy from him.

When the trade does not promptly meet its obligations to the manufacturer he must borrow from his bank, and the interest he is compelled to pay must be added to his prices; or he must reduce his service, thereby inconveniencing his customers and disturbing the forward stride of business, which should be uninterrupted at this time.

There is business in plenty, and so long as accounts are paid promptly everything moves smoothly, permitting of excellent service to customers, affording employment at good wages for many people, and making for general prosperity. But just as soon as collections lag, high operating costs impose a severe strain, necessitating a curtailment of service, and making it extremely difficult to maintain a working force as large as could be utilized in getting out the orders on hand. This in turn affects the general prosperity, and reacts upon the very people who brought the condition about through their dilatory methods of settlement.

At this time it behooves every business house and individual to be more prompt in the settlement of their accounts than ever before, as it is only by keeping the money of the country in rapid circulation that the immense volume of business which confronts us can be handled and prosperity maintained.

He who allows his bills to become overdue is imposing upon those who have trusted him; is interfering with the prosperity of the country; and is hurting himself even more than anyone else, because the credit of those who do business in this manner is soon impaired, and credit is the most important asset which any business man can possess.

For the undertaker to get his accounts payable on a proper basis may require that he ask more prompt settlement from his own customers; but that also would be a very desirable change. It is an old and true adage that "short terms make long friendships." And in war times individuals should neither ask nor receive long credits.

By the prompt collection of his own accounts receivable the undertaker is enabled to take advantage of the discounts offered by the manufacturer, and can

(*Continued on page 59*)

FRIGID Automatic Casket Lowering and Raising Device



THE FRIGID Device is as gentle as a mother laying down her babe—as beautiful as a piece of jewelry, as strong and sturdy as a giant—and easier to handle than pall-bearers. When the best men buy, they choose the FRIGID, for it would be impossible to have 15 distinct points of superiority without discerning men finding it out.

You can arrange to try the FRIGID Device for a term at no expense to yourself. Write us.

FRIGID FLUID COMPANY, 217 SO. WESTERN AVE. CHICAGO, ILL.



Caring for the Soldier Dead

Address delivered before Nova Scotia Funeral Directors' Association

By
Secretary C. E. ZINK

I want to take this opportunity of bringing before you a subject that has probably come up in your mind before with a vague wonder why some person or organization has not dwelt on, these long months gone by—here let me mention that there is no organization like the Nova Scotia Funeral Directors' Association; there is no place like Halifax; nor any time like the present to take the first steps—and I refer to the proper care of the dead bodies of our own dear boys at the front. Did it ever occur to you that now is the time and this is the place to show the world outside our own circles, how we have risen from the level of the coffin keeper of old, commonly known as the old-time undertakers, until we have reached the goal of the funeral director, recognized by our law makers as men of the highest professional type, who have passed anatomical requirements and have been subjected to the test of sanitary science? Then this is all the more why we should place ourselves and our services in the hands of our good British Government to be sent to Europe at their disposal. It seems a pity that so many of our loyal boys, who have given their lives for their country, should be buried "Somewhere in France," which is not only an unsanitary system, for the living who must walk, sleep and even eat over, the earth where they are shallowly covered, but it is a menace to the lives of the living and a moral cruelty filled with unconscious disrespect for the remains of our country's defenders together with the heartaches caused the loved ones at home, who are now worrying about the manner in which their boys were laid away—for they will never know whether Tommy was buried piece by piece with a piece here and a piece there or disposed of in the many other so-called handy and convenient ways which is customary across the sea at this time. Many, yes millions, of tears are shed every day because mother or sister would have liked to have one last farewell look at that dear cold face, which would have held for them not only a seemingly patriotic smile—but also that cold marble kiss, which would have been an everlasting satisfaction to many a loved one, who being proud to possess the remains of one so brave would interpret the expression this sleeping expression, as saying "Farewell, dear ones, this is not good bye—I will see you over the River, where all is peace." Such a thing would be the greatest source of comfort known to many a wife or mother or sweetheart. And it is not a dream. It is a possibility, brother funeral director. You and I can, when conjoined with others of our profession throughout the Dominion, bring this beautiful thought to realization. So let us start at our earliest convenience—beginning where the world renowned Red Cross leaves off. We may meet with many obstacles. Every faction whether helpful or not, does so. But, meet them fairly we can, for our cause is just and our pursuit laudable.

Many arguments will arise. The laymen and the novice may say, many bodies are shattered and torn, others are too nearly disposed of in mutilation, and still others will contradict our issue with a complaint of expense. Now we will run over this the common ground of our suggestions, which I think you will agree that these aforementioned will cover most of the objections with which we will meet: First, assuming that each battalion on the firing line supports the necessary number of professional embalmers, licensed in their community. With the question of torn bodies, we will show the world how, with our advanced process of preservation, together with our knowledge of demi surgery, a corpse can be reassembled almost beyond belief; Second, in cases of entirety or total or unidentified bodies, the usual sanitary methods for the protection of the living, can be used, the corpse buried and so reported; Third, with regard to the expense of shipping, there need be none comparatively, so far as the Government is concerned—after the body has been properly embalmed and preserved with our advanced system, which should sustain a reasonable amount of firmness, it can be wrapped in, and bound in, paper covering, placed in the hold of the conveying vessel, and upon arrival at its destination, the family can procure the sort of a casket or burial case they desire. This, my colleagues, concludes my suggestions upon this subject; nor must we lose sight of the fact that many a loved one could sleep in comfort, and as time rolled on, forget much easier the deep seated sorrow, if they but knew and were positive where lies the last remains of their dear boy—to say nothing more of the probable beneficial application of our disinfecting and sanitary methods and the good it would undoubtedly do among the tremendous forces of our remaining, living, soldiers.

AMEND ONTARIO CORONERS' ACT

An act to amend the present Coroners' Act in the Province of Ontario, is to be introduced at the present sitting of the Legislature at Toronto. The wording of the bill, known as No. 53, is as follows:

His Majesty, by and with the advice and consent of the Legislative Assembly of the Province of Ontario, enacts as follows:

1. The Coroners' Act is amended by adding thereto the following section:

38a.—(1) Where a coroner conducts an inquest in violation of the provisions of section 6 he shall incur a penalty of not less than $100 nor more than $500, to be sued for and recovered by anyone in any court of competent jurisdiction, and upon a certified copy of the judgment being filed with the Attorney-General his appointment shall be immediately revoked.

(2) It shall be sufficient for the plaintiff in any such action to allege that the defendant is indebted to him in the sum claimed and the particular inquest for which the action is brought and that the defendant has acted in violation of this Act.

(3) The action shall be commenced within one year next after the inquest was held and not afterwards and shall be tried by a judge without a jury.

Undertakers Shipping Directory

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Byng, G. C.

Bowmanville, Ont.—
Morris & Son, L. 'Phone 10.

Burks Falls—
Hilliar, Joseph. Box 213.

Coboconk—
Greenley, A.

Dorchester, Ont.—
Logan, R. A. 'Phone 2107.

Dungannon—
Sproul, William

Dunnville—
D. P. Fry. 'Phone 68.

Elmira—
Dreisinger, Chris.

Hamilton—
Blachford & Sons,
57 King Street West.
Dodsworth, A. H.
59 King St. W.
Robinson, J. H. & Co.,
19-21 John St. N.

Huntsville—
Hilliar, Joseph.

Ingersoll—
McIntyres.
F. W. Keeler and R. A. Skinner, props.

Kemptville—
McCaughey, Geo. A.

Kingston—
Corbett, S. S.
Reid, Jas., 254 Princess St.

London—
Ferguson's Sons, John
174 to 180 King St.

Orillia—
W. A. Strachan,
Successor to
H. A. Bingham.
Phone 453.
D. Clark. Tel. 159.
Mundell, J. A. Phone 126.
150 Mississaga St.

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Luke Burial Co.

Schomberg—
F. Skinner.

St. Catharines—
Grobb Bros.
144-146 St. Paul St.

St. Thomas—
William, P. R., & Sons, 519 Talbot St.

Stirling—
Ralph, Jas. Phone 102.

Stratford—
Greenwood & Vivian, Ltd.
88-92 Ontario St.
White & Co., 80 Ontario St.
Down & Fleming,
94 Ontario St.

Toronto—
Cobbledick, N. B., 2068 Queen St. East and 1508 Danforth Ave. Private Ambulance.
J. A. Humphrey & Son,
463 Church St.
Washington, Fleury Burial Co., 685 Queen St. E.
J. C. Van Camp,
30 Bloor St. W.
Washington & Johnston,
707 Queen St. E.
Corner of Broadview.

Thedford—
Woodhall, J. B.

Wallaceburg—
Cousins, Burlington & Saint.

Welland—
Patterson & Dart
Sutherland, G. W.

Woodstock—
Mack, Paul.

Whitby—
Nicholson & Seldon.

QUEBEC

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Tees & Co., 912 St. Catherine St. West.

NEW BRUNSWICK

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Tuttle Bros., 164 Lutz St.

St. John—
Fitzpatrick Bros.
100 Waterloo St.

MANITOBA

Brandon—
Campbell & Campbell.

Dauphin—
Farrell, A. F.

Winnipeg—
Clark-Leatherdale Co. Ltd.
232 Kennedy St.
Thompson Co., J., 501 Main

SASKATCHEWAN

Moose Jaw—
Broadfoot Bros.

Saskatoon—
Young, A. E.

GENERAL FUNERAL NOTES

Pennsylvania has raised the allowance for the burial of indigent soldiers from $50 to $75, and all estates must be probated within six months, so that funeral directors do not have to wait two or three years for settlement of accounts, as in the past.

Baltimore, Md., funeral directors, have agreed to abolish the Sunday funeral.

An Atlanta, Ga., funeral director places in all his caskets costing $100 or more, a set of three-inch wire springs. This he does as an added "service."

A swindler operating in New York, has been calling on undertakers telling of the death of his mother and, showing insurance papers, "borrowing" money to buy mourning clothes. Some of the funeral directors "fell" for this.

PAY UNTO OTHERS AS YOU WOULD HAVE OTHERS PAY UNTO YOU

(Continued from page 57)

likewise keep his finger constantly on the pulse of his business, which will tell him whether or not it is in a healthy condition. When he looks at his bank balance he will not be forced to the recognition that it belongs to the firms whose bills he hasn't paid, but will have the satisfaction of knowing that every cent of it is his own.

"Paying unto others, as you would have others pay unto you," is a habit which helps in winning success, makes a man's account welcome anywhere, and which, for the period of the war at least, is a patriotic duty.



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The Original Patented Concentrated Fluid

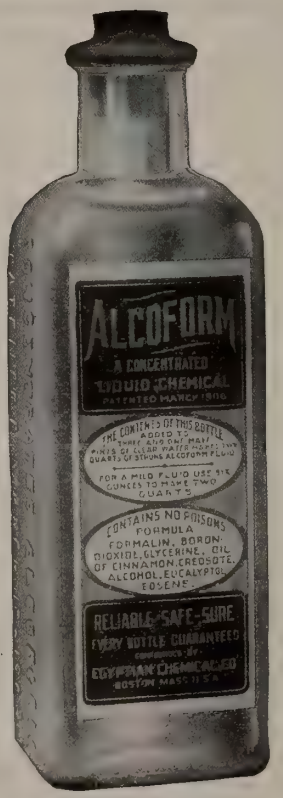
Patented Formula
Strongest and Best

Essential Oil Base, combined with Alcohol, Glycerine, Oxidized Formaldehyde and Boron-Dioxide.

Ask others for their Formula

Special Canadian Agents

National Casket Co.
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GLOBE CASKET CO.
London, Ont.
SEMMENS & EVEL CASKET CO.
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CHRISTIE BROS.
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Larger Bottles filled up with water

Egyptian Chemical Co. Boston, U.S.A

For Sale
Wanted

TERMS OF INSERTION

50 cents per insertion up to twenty-five words. Each additional word two cents, If Box is required 5 cents extra to cover postage, etc. Cash must accompany each order —no accounts booked.

FOR SALE—Furniture and undertaking business in Western Ontario town; good, clean stock; first-class equipment. Good business, no opposition. Apply Box 52, Canadian Furniture World and The Undertaker. -f

FOR SALE—Furniture and house furnishing business in good town in British Columbia. An exceptionally good thing. For full particulars apply to Box 53 Canadian Furniture World, 32 Colborne St. Toronto. m-a-m

FOR SALE—Furniture and undertaking business in one of the best towns north of Toronto (no opposition). Reason for selling, have two businesses. Will sell either one, but not both. Box 54, Canadian Furniture World, 32 Colborne St., Toronto. m-a

POSITION WANTED—Open for engagement April 1st, as traveller, manager or salesman, 15 years in present position as manager. Familiar with furniture, house furnishings and funeral management. Married. Age 39. Good address and appearance. Willing to go anywhere. Address Box 55 M, Furniture World and Undertaker, Toronto.

POSITION WANTED—Funeral director and embalmer, can pass any examination for license, is now open for a responsible position. 20 years' experience in city and country work. Possesses a thorough knowledge of furniture and carpets. Age 40. Married. A member of leading secret societies. An active worker. Neat appearance. Address Box 56 M., Furniture World and Undertaker, Toronto.

Champion Fluid

Leader For Generations

Champion Fluid is the choice of thousands of the best and most discriminating Embalmers



Economical because of its Purity

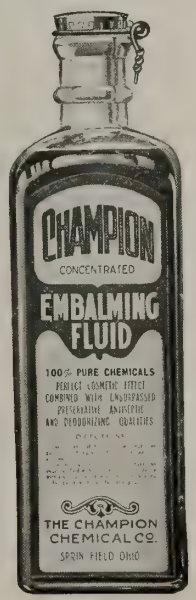
Champion Fluid has no equal for **Life-Like Cosmetic Effect** and as a **Disinfectant.**

Steadily increased sales every year for nearly half a century are the strongest testimonial of Champion quality.

Pioneers in the making of embalming fluid—we **know how.**

Scientific principles are used to keep Champion always in the lead.

Champion Fluid, made by the most reliable manufacturer, can be depended upon to give results.



A bottle of Champion Fluid makes maximum quantity

Don't Experiment with Cheap, Unreliable Fluids!

Price protection of contracts for chemicals enabled us to operate through 1917 without advancing the price of fluid.

Chemically pure materials, such as we will continue to use to maintain the high standard and quality of Champion Fluid, have so increased in cost as to make imperative an advance in price of fluid, effective January 1, 1918.

This price is subject to further advances without notice, depending upon market condition of chemicals.

Serving as we do, a high class trade which demands the best, we will continue as heretofore to give the best the market affords, and whenever necessary will raise our prices rather than reduce our quality. Our price of fluid would have been advanced sooner had we not been protected by contracts through 1917

There is nothing so important in the building of a good reputation as a body well preserved and looking natural as life.

The Champion Chemical Co., Springfield, Ohio

Largest and oldest concern of its kind in the world

DR. G. W. FERGUSON, Canadian Manager

50 Leuty Ave., Kew Beach, TORONTO



No. 3303, Steel Crib

Pillars, ⅞"; Fillers, ¼"; Top Rod, ⅝"; Bottom Rod, $\frac{5}{16}$"; Height, 40";
Size, 2' 3" x 4' 3"; Shipping Weight, 60 lbs.;
Finished in White Enamel, Brass Vases, with decorated Panel attached.

¶ The experience of the many merchants who have ordered this crib—it is one of our very best sellers—has been that they can not keep one on their floor for any length of time.

¶ It is neat, strongly built, and attractive in appearance. The decorated panels at the ends, and the brass vases offer a dash of color in pleasing contrast to the snow-white purity of the enamel.

¶ No. 3303 is only one of several ALASKA Cribs that are making money for the retail merchant.

ALASKA BEDDING OF MONTREAL LIMITED

GUARANTEED ALASKA BEDDING
TRADE MARK REGISTERED

Makers of High-Grade Bedsteads and Bedding

MONTREAL

"Alaska on an article means high-grade every particle"

APRIL - 1918

CANADIAN FURNITURE WORLD

AND

THE UNDERTAKER



PUBLISHED BY
THE COMMERCIAL PRESS LIMITED
32 COLBORNE STREET TORONTO



No. 277

A medium-priced Chair and Rocker of entirely new design and unequalled value. Constructed of quartered oak, upholstered in various grades of imitation leather. A pair of these chairs on your floor will convince you of their selling merit. Our catalogue, showing other pieces designed along these lines, and price list on application.



No. 277½

John C. Mundell & Co., Limited

FURNITURE MAKERS

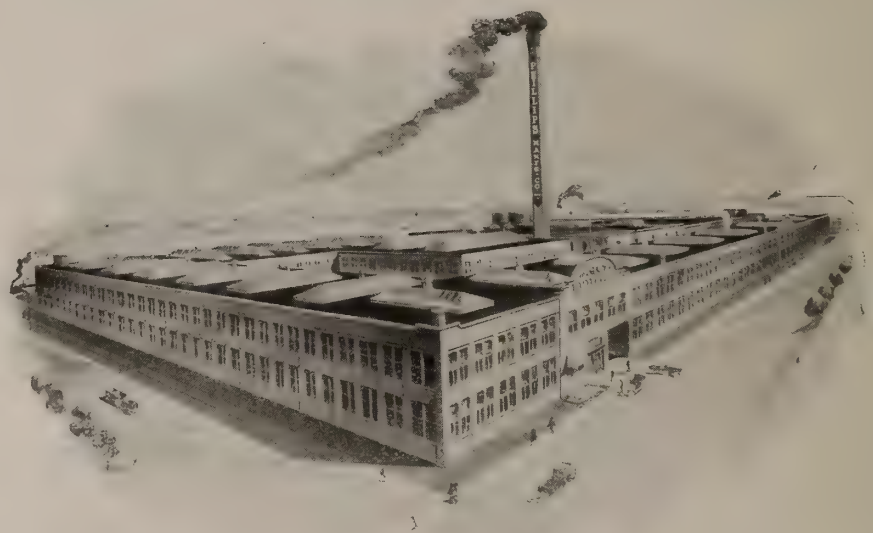
ELORA, ONT.

WHERE THE PHILLIPS GOODS ARE MADE

MOULDINGS

FRAMES

FRAMED PICTURES



MIRRORS

TRAYS

FRAMERS' SUNDRIES

FACTORY, OFFICE AND SHOWROOMS

The entire plant is used exclusively for the manufacture and distribution of our product.

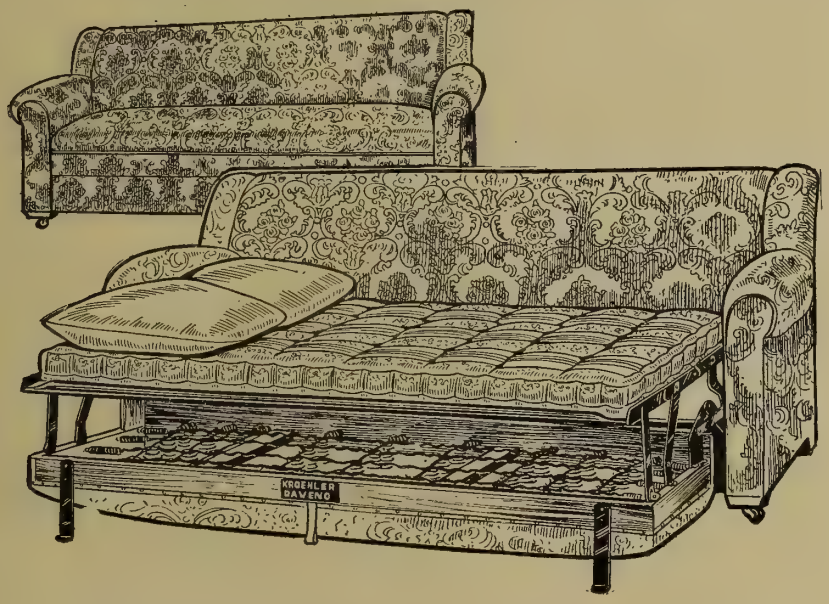
PHILLIPS MANUFACTURING COMPANY, Limited

258 to 326 Carlaw Ave., TORONTO, ONT.

STRATFORD
THE CARLOAD
CENTRE

THE KROEHLER DAVENO

WILL APPEAL TO YOUR CUSTOMERS



THE CHESTERFIELD

is the latest production in folding beds. It combines the most modern features found in any bed or Chesterfield. It reduces the cost of living because it gives the customer every service of a bed and Chesterfield and costs only the price of one.

The Kroehler Chesterfield is most profitable for the dealer to handle, because they sell quickest and yield a better profit. We give the best quality and sell at a moderate price.

Write us to-day for full particulars.

THE

Kindel Bed Company, Limited

STRATFORD, ONTARIO



No. 229

LOUIS XV

Bedroom Suite

One of our Solid Mahogany Bedroom Suites, with that exclusive touch that both attracts and satisfies.

All pieces in stock ready for immediate shipment.



No. 222



No. 227

The George McLagan Furniture Company, Limited

STRATFORD : ONTARIO

THE McLAGAN LINE OF

Bedroom Furniture

offers you a choice in period styles of distinctive finish and superior workmanship.

To create satisfied customers is our traditional policy. Let us demonstrate to you our ability to please.



No. 228½



No. 225



No. 220

The George McLagan Furniture Company, Limited

STRATFORD : ONTARIO

STRATFORD
THE CARLOAD
CENTRE



1679-5



1679-1

STRATFORD CHAIRS

Have all the qualities desired by discerning furnishers. Above all, they have the distinction of design which all women hope to find when they buy furniture.

In keeping with their distinguished appearance, Stratford Chairs are wholesome—rightly made—in every particular.

THE
STRATFORD CHAIR
COMPANY, LIMITED

STRATFORD, ONTARIO

STRATFORD
THE CARLOAD
CENTRE



"NUFOLD" DIVANETTE No. 215½

A NEW DESIGN
of the
"NUFOLD" DIVANETTE

The most perfect folding bed manufactured



REVOLVING-SEAT DAVENPORT BED No. 1032
Equipped with "Marshall" Spring Cushion Seat

The Farquharson-Gifford Company, Limited

STRATFORD ONTARIO

STRATFORD
THE CARLOAD
CENTRE

CO-OPERATIVE EFFORT BUILDS TRADE

A well-known furniture merchant said that he got more *service* with the goods he bought in Stratford than anywhere else.

There are plenty of other retailers who, if they spoke their minds, would say the same thing.

Stratford furniture can be handled successfully by any dealer, for it is the kind the average consumer likes.

Every furniture manufacturer in Stratford tries to outdo his neighbor in the quality of service he renders the dealer. As one retailer put it, "those Stratford fellows surely give us goods that sell, and then they add a quality of service that we seldom get anywhere else."

The acme of co-operative service is a tradition with Stratford manufacturers, and any merchant can participate in it by getting in touch with the advertisers on this insert.

Stratford Furniture Manufacturers

STRATFORD, ONTARIO

STRATFORD
THE CARLOAD
CENTRE



Spring House-cleaning the Opportunity

Book-case your customers with a GLOBE-WERNICKE

You can interest your customers by showing them the protection it gives to their books; you can appeal to their sense of pride in treasures gathered together after many years, and you can add to your trade a continuous satisfaction that brings back customers to your store; this you can do by taking advantage of this seasonable opportunity. No expense is entailed in creating a sale for these goods. Show them in your window. They sell themselves. Let your customers know you have them in stock, and pound in the fact that they not only protect their books but they are a lifetime ornament as well as a necessity in any home, We can assist you. Co-operation is our watch-word. Will you co-operate? It means profit to you.

The Globe-Wernicke Co., Ltd.

STRATFORD ONTARIO

STRATFORD
THE CARLOAD
CENTRE

RATTAN FURNITURE

For Summer Trade



We manufacture a wide range of upholstered Reed Suites, Chairs and Rockers.

Send your order in now and be prepared for the demand.



IMPERIAL RATTAN COMPANY
STRATFORD Limited ONTARIO

Mr. Furniture Dealer:

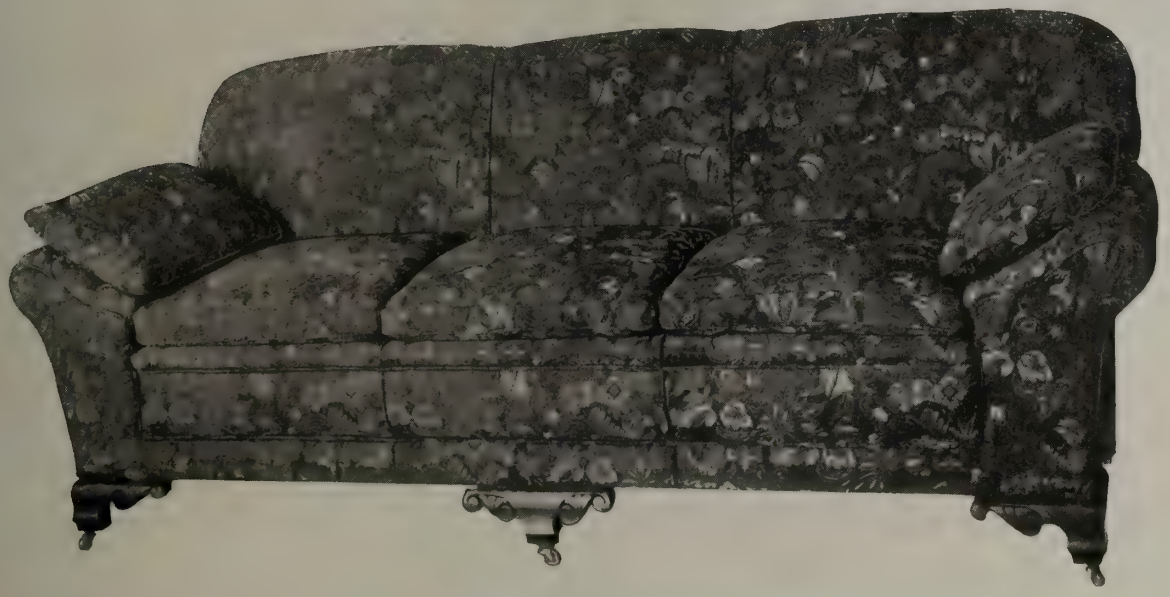
Are you getting and reading The Canadian Furniture World and Undertaker regularly? If not, send $1.00 to address below, and the paper will come to you, postpaid, each month.

The Commercial Press, Limited
32 Colborne St., Toronto

THE GOLD MEDAL LINE

The Last Word in Luxury

A CHESTERFIELD SOFA of ample proportions and soft, downy seating capacity. As a temporary bed it would be a delight for a visitor to sleep on overnight.



No. 793. Upholstered with soft, loose cushions on seat, and loose pillow arms, in fine grades of imported tapestries.





No. 789 TWO EXAMPLES OF NICE EASY LIVING-ROOM CHAIRS AND ROCKERS. No. 790

THE GOLD MEDAL FURNITURE MFG. COMPANY, LIMITED

TORONTO MONTREAL WINNIPEG UXBRIDGE

Head Office: TORONTO

Upholstery Leather

We carry in stock all grades in standard colors for immediate shipment

Spanish, Fancy, Enamelled and Goat Grain Finishes

Unsurpassed Selections
Well Trimmed Hides

The most economical leather on the market.

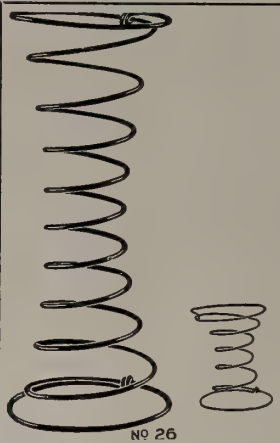
Let us quote you on cut stock.

Boullee Fraser Leather Mfg. Co., Inc.
234 Canal Street, NEW YORK

The National Table Company, Limited
The Owen Sound Chair Co., Limited
The North American Furniture Co., Limited
Owen Sound Ontario

Manufacturers of Medium and High-Grade Dining Room, Bedroom, Hall, Living Room and Library Furniture.

Catalogues sent on application



Upholstery Springs
made up to a standard that insures complete satisfaction to the manufacturer, retailer and customer.

Helical Springs
for spring bed and mattress fabrics. Our prices will interest you.

Canadian Made for the Canadian Trade

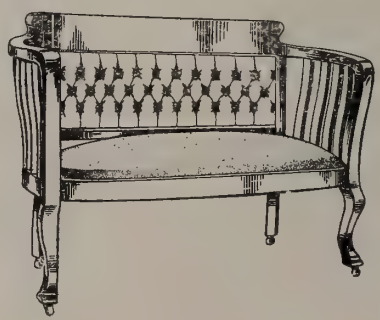
Established 1885

James Steele, Limited
Guelph, Ont.

Ellis Fine Upholstered Furniture

comes to you with the stamp of "Up-to-the-Minuteness" and excellency of cabinet making that plays a very important part in a quick and profitable turnover. ¶ Every dealer needs a variety of pieces such as these shown to complete his stock, and nowhere can the Ellis creations be surpassed for their purpose and at their prices.







That you may be better prepared for spring ordering, write for photos and prices of our newest designs.

THE ELLIS FURNITURE COMPANY

INGERSOLL, ONTARIO



Remember, our permanent showrooms at 136-140 King St. E., Toronto are open all the year around and afford the dealer with a prospective customer every opportunity to make a sale.

When in Toronto make our showrooms your headquarters.

Seeing is Buying

When the madam sees this new diningroom suite in "Queen Anne" motif, made in American Walnut, its attractiveness will sell it on sight.

In C.F.M. Furniture you will find correct and pleasing interpretations of the different periods. Woven into each distinct style is the individuality of the designer. Each suite is complete in itself, harmonizing in detail and finish.

Write us for full particulars



Side Table No. 9821



Buffet No. 9820

FACTORIES :
WOODSTOCK
KITCHENER
WATERLOO
SEAFORTH

CANADA FURNITURE MANUFACTURERS LIMITED

GENERAL OFFICES : WOODSTOCK, ONT.

WHOLESALE SHOWROOMS : TORONTO WINNIPEG

FACTORIES :
WINGHAM
WALKERTON
WIARTON

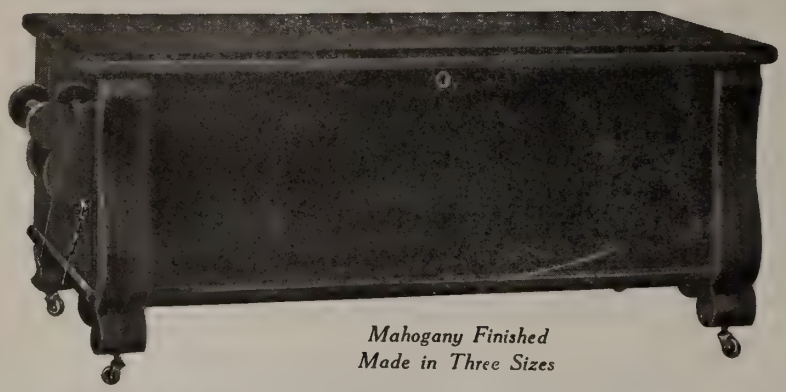
THE BIG CANADIAN MOULDING HOUSE

is about to issue a **New Catalogue** to the Moulding and Picture Frame Trade. Should you be doubtful about being on our mailing list send us your name and we will send you this catalogue and any future advertising matter we may be getting out.

We also have a sample card of Mattboard that can be had immediately on request.

MATTHEWS BROS., LIMITED

1906 DUNDAS STREET WEST TORONTO, CANADA



Mahogany Finished
Made in Three Sizes

Try Out This

Big Profit Maker

This Shafer Cedar Chest is a live seller because it combines attractiveness, fashion and utility with moderate price—An appeal the modern women can't resist.

Write For Catalogue

D. L. SHAFER & COMPANY

ST. THOMAS ONTARIO

New Chair
with Rocker to Match

A Good Seller for Spring Trade

This chair is made in full Livingroom size, is finished in fumed or golden quarter cut oak and upholstered in Craftsman leather, with slip pad or spring seat construction.



No. 2027

The North American Bent Chair Co., Limited

OWEN SOUND, ONTARIO

The New York Expositions

will hereafter be held in

May and November

Opening the last Monday in each April and October instead of July and January.



The 55th Exposition

will open

April 29th,

and continue for three weeks

Closing May 18, 1918

Plan now to see it—to place your orders for fall merchandise so that it may reach you in time for the early opening of the fall season—that's the basic reason for the change of date—give the factory a chance to get the season's patterns to you when the season opens—not when it's half over.

Don't miss the May Show, as there will be no Exposition in July.

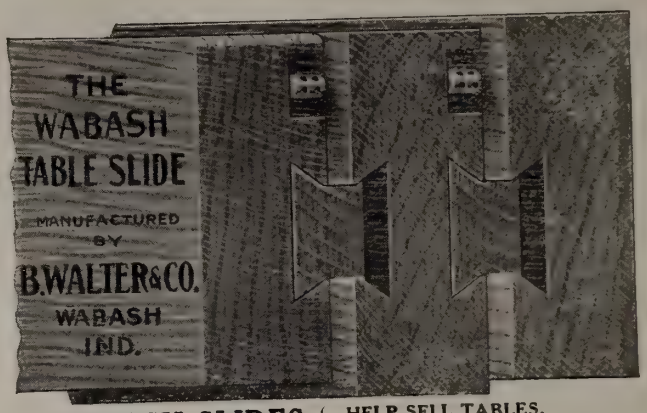
NEW YORK FURNITURE EXCHANGE

LEXINGTON AVENUE, 46th to 47th Street, NEW YORK CITY.

THE
HEART
OF YOUR EXTENSION TABLE IS THE
SLIDE

YOUR TABLE IS CONDEMNED IF THE SLIDE DOES NOT WORK PROPERLY

WABASH SLIDES
INSURE
SATISFIED CUSTOMERS



WABASH SLIDES { HELP SELL TABLES. ELIMINATE SLIDE TROUBLES

WE ARE
SLIDE SPECIALISTS
Having manufactured SLIDES exclusively—for 30 years
Many Canadian Table-makers use
WABASH SLIDES—
Because
We furnish Better SLIDES at Lower Cost.
Made by
B. WALTER & COMPANY
Factory St. WABASH, IND.
The Largest Exclusive Table-Slide manufacturers in America



Special Notice—The output of our factory is often taxed to capacity to meet the requirements of our dealers. To secure a reasonably prompt delivery send your order in now.

THIS TABLE SELLS ITSELF

Almost any article of merit can be sold if sufficient force is put into the selling talk, but it's seldom you find one that sells itself. That's the beauty of the "Elite" folding table. It requires practically no effort to make your customers buy, because "everyone who sees one wants one." The

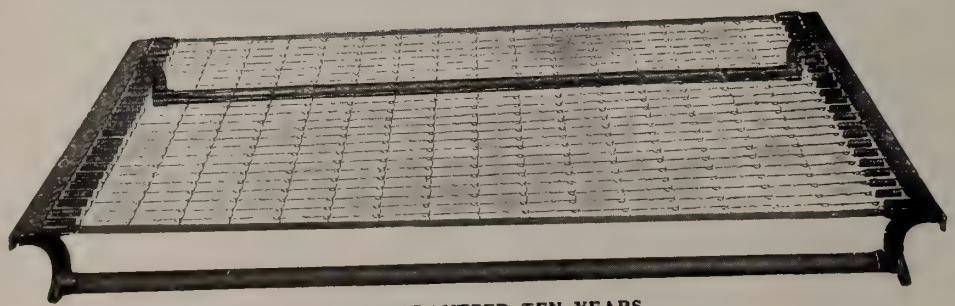
ELITE
FOLDING TABLE

fills a dozen wants in every home. Always ready for instant use, yet never in the way. A low selling price and a good profit-margin makes this a very desirable and profitable line for you to handle.

Hourd & Co., Limited *Sole Licensees and Manufacturers* Dept. W LONDON

The ROYAL PATENT Twin Link Spring

IS THE BEST YOU CAN SELL OR RECOMMEND TO YOUR CUSTOMERS.



GUARANTEED TEN YEARS

The most comfortable, noiseless, and lightest Bed Spring of this character ever devised. Small mesh openings, longitudinal double wire links of just the proper size for flexibility, resilience, comfort and strength. There are no loose connecting links cross-wise to become displaced and noisy. The straight pull of the twin links on the helical springs means great comfort for both occupants of a double bed, as there can be no sagging whatever. Write for booklet.



The Canadian Feather & Mattress Co.
LIMITED
TORONTO - ONTARIO



No. 579—Dressing Table

The Meaford Line

It requires no argument on our part to convince you, Mr. Dealer, that the medium-priced line of furniture is the big selling line. The great middle class, who are neither rich nor poor, but who want and have furnishings that are right, are immediately attracted to Meaford Furniture.

Correctly designed, carrying out all prevailing styles.

Conscientiously manufactured in every detail, inside and out.

Carefully finished, with a view to permanency and refined tastes.

Consistently priced, making an exceptional profit easily attained,

IS MEAFORD FURNITURE

Meaford Manufacturing Co.

LIMITED

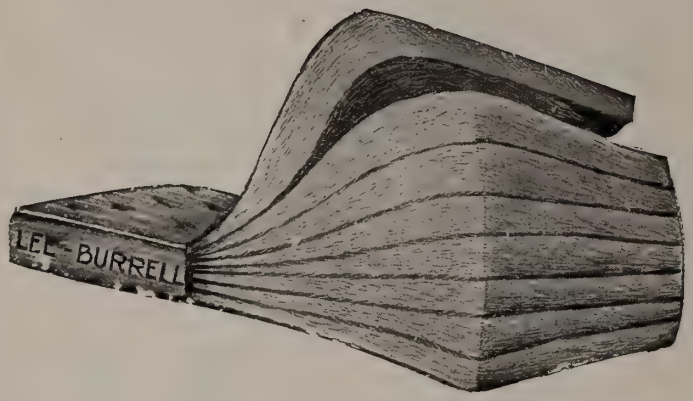
MEAFORD ONTARIO



No. 558—White Enamelled Dresser

"Hygienic" Mattresses

ARE RELIABLE



That means a great deal with Standard Bedding Mattresses. Not only does it mean a thoroughly well made mattress all the way through, that will give lasting wear, but it means a thoroughly sanitary mattress built on "HYGIENIC" principles, with all new and clean materials.

The Standard Bedding Company

Mattress Specialists

27-29 Davies Ave. **Toronto, Ontario**



Xcellence in Bedroom Furniture

This trade mark on Bedroom Furniture, whether elaborate or simple, and moderately priced—is the signature of a company of craftsmen who are proud of their work. It is their promise to you and your customers of excellence in workmanship, in design, and in carefully selected wood.

Write us for prices of some new suites we have recently added to our line.

ART FURNITURE COMPANY, Limited

KITCHENER, ONTARIO



DINING ROOM SUITE

No. 238

This suite (No. 238) in American Walnut, Queen Anne design will appeal to the most exacting customer. Material and workmanship are of our usual high grade.

Peppler Furniture makes it possible for you to offer mighty good values, and yet make a nice profit. It is always well made, well finished, neat, and inviting in appearance.

Peppler Bros., Limited

High-Grade Furniture Manufacturers

Hanover, Ont.











HANOVER

WHERE GOOD FURNITURE IS MADE



KNECHTEL KITCHEN CABINET

The above trade-mark stands for "the best cabinet in America for Canadians."

Besides possessing new and exclusive features of great importance to the housewife, "Knechtel" Cabinets are being advertised extensively in the leading home papers and magazines of the country.

Link up with the "Knechtel" line and make your spring and summer sales smash all records.

Write for prices at once. Knechtel Furniture Co., Ltd., Selling Agents, Hanover, Ontario

Knechtel Kitchen Cabinet Co.
HANOVER LIMITED ONTARIO



YOU push the button— THE CHAIR does the rest!

IT ADJUSTS ITSELF!

Write us to-day for prices—you will find them fair to the dealer and just to the buyer.

MORLOCK BROS., LIMITED

HANOVER, ONT.

MAKERS OF LIVING-ROOM FURNITURE, CHESTERFIELDS, PARLOR SUITES and STEEL-CONSTRUCTED COUCHES.

Made by

The Knechtel Furniture Co., Limited

At their Southampton Factory



No. 340 is another Period Pattern at a Popular Price

Perhaps the brothers Adam did not design our No. 340 Suite, but still we claim to have embodied a few of their best ideas in it, and we must submit that the outlines and proportions are excellent. This suite is made of gum, in mahogany and enamel finishes. No. 340R is made of red gum, in walnut and natural finishes.

Get your orders in now for prompt delivery.

THE KNECHTEL FURNITURE CO.

LIMITED

HANOVER ONTARIO

No charge will be made for our new 100-page Catalogue, which will be ready in three weeks. Write us at once.



THE FIRST KISS

One of the latest productions in statuary.

Dealers should order at once, or we may not be able to serve you for months.

G. L. IRISH

499 West Queen Street Toronto, Ont.

Manufacturer and Importer of

PICTURES, FRAMES, MOULDINGS, MIRRORS, STATUARY, ETC.

NO furniture store should be without statuary and pictures, they are not only money-makers but are a big decoration and help to sell other goods. Pictures and statuary are as necessary in the home as furniture. It has been proven that people who are the most cheerful and prosperous come from homes that are profusely decorated with pictures and statuary. Take an object lesson from the moving picture theatre where statues and pictures are shown to a great extent in interior decorations.

$150.00 will start you with a fine assortment of pictures, oil paintings, water colors, pastels, engravings, chromos, etc., completely framed.

$150.00 will also start you with 100 pieces of statuary in all sizes and finishes. Bronze, natural colors, antique, art gallery, ivory, and new finishes.

Nothing like the assortment I make is seen anywhere in the world to-day. I have over 1500 models gathered from all over the world.

My new catalogue will be issued in three weeks, showing many new things in all lines. Dealers should watch for this and should write at once to be sure they will not be overlooked.

G. L. IRISH

P.S.—Rush in your orders to obtain prompt shipments before this catalogue.



—and now

See the Product

Doubt was the first answer to the announcement of the invention of the "Reed-Loom, by Marshall B. Lloyd. Then came curiosity, investigation and, lastly, CONVICTION.

—and now YOU CAN SEE THE PRODUCT that is woven "thirty times faster"—and of a fineness, evenness and beauty not possible with the primitive method of weaving reed by hand that the Lloyd Process displaces. The Loom is the doom of hand work.

See the product at our permanent exhibition at—

KITCHENER, ONT.

CHICAGO
1319 Michigan Avenue
Fourth Floor

NEW YORK
N.Y. Furniture Exchange
46th St. and Lexington Ave.

The Lloyd Mfg. Co.

Kitchener, Ont.
and Menominee, Mich.



Riccardo Stracciari as "Figaro"

Another Triumph for Columbia Records

Riccardo Stracciari, the great Italian baritone, makes records exclusively for Columbia.

In line with the Columbia policy to always give you the best, we have secured the services of Riccardo Stracciari, the great Italian baritone, who will sing exclusively for Columbia.

Stracciari has sung in the great operatic centres throughout the world; at La Scala in Milan, at the opera houses of Moscow, Petrograd, Havana and Buenos Ayres—and this season will appear with the Chicago Opera Company in Chicago and New York.

Stracciari's superb voice, so wonderfully deep and powerful, is perfectly reproduced in the records he has made for the Columbia.

This acquisition of one of the world's greatest baritones is just another step toward that goal of ideal co-operation between the dealer and the public which is the constant aim of Columbia.

Columbia Records are easier to sell because they are the records the public wants.

Columbia Graphophone Company

Factory and Headquarters

Toronto, - Canada

Columbia Records TRADE MARK Grafonola

D. O. McKINNON
GENERAL MANAGER

W. B. HART
ADVERTISING MANAGER

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

WM. J. BRYANS
JAMES O'HAGAN
EDITORS

Published by The Commercial Press, Ltd., 32 Colborne Street, Toronto.

Subscription Rate $1.00 per year in Canada, Great Britain and British Colonies; $1.50 to the United States.

VOL. 8. TORONTO, APRIL, 1918. No. 4.

Lines to Feature Now and How to Do It

Many lines handled by the furniture dealer that can be featured to advantage just now.

THERE are a number of lines handled by the furniture dealer that become specially seasonable just now, and which should accordingly be played up strongly. The window and ad. should be worked to the limit in the drive for spring and early summer business.

Lines in Demand at Housecleaning Time

For one thing, spring housecleaning is of considerable advantage to the furniture man. It brings to the mind of the housewife improvements which are needed about the house and many of them necessitate the purchase of additional pieces of furniture. It behooves the furniture dealer to impress on such prospective customers that he can best serve their requirements.

If a dealer handles vacuum cleaners he should give them prominence during housecleaning time, while carpet sweepers should be kept well to the front. It is a particularly good time to play up rugs and carpets and also window blinds, curtains and draperies.

Kitchen Cabinets and Utensils

At this time of the year, housewives are generally given to a little reorganization of household work, and particularly of that about the kitchen. They are brought to a greater appreciation of more system in this work and of the need of equipment that will allow work to be carried on quickly and efficiently. It is therefore an excellent time to push the sale of kitchen cabinets and kitchen utensils as well as various other labor saving devices and equipment. A window display of these associated articles combined with an advertisement along the same line can be used to advantage just now.

This is not the season when the value of a refrigerator is brought home to the housewife the strongest, but it is a good time to begin to feature this line, driving home the point that by purchasing one now, the benefit of it will be secured during the whole season. Along with this, the argument should be put forth that a refrigerator greatly reduces the loss of food by spoilage, and it is particularly desirable that no food be allowed to go to waste this year. In fact, regulations issued by the Canada Food Board provide a heavy penalty for the wasting of food.

Stove Season Opens

It is also time for the dealer who handles stoves, to begin to feature those varieties that are especially desirable during the summer months. With the coming of warm weather there is a general discarding of heavy ranges, with replacement by gas, electric and oil stoves that can be operated at low cost for cooking and baking, and which do not use fuel nor power when not in use, or give off heat when heat is far from desirable.

The furniture dealer will find baby carriages a very saleable article at the present time. With the coming of appropriate weather for walks, mothers will be thinking of new carriages for their children.

We reproduce herewith an advertisement used last year by a Nova Scotia firm early in the season, pointing out the advantages to people of buying their refrigerators early so as to get full benefits from them during the year. Other dealers might well use ads. along the same line.

Buy Your Refrigerator NOW

There are many reasons why you should buy your refrigerator now. For one thing you get the benefit of its use for the whole season. Another reason this year above all others, particular care should be taken of all foodstuffs so that nothing will be wasted. And again, if you buy now, you get the choice of the complete stock—if you put off buying, the very one you want may be gone.

We are showing a nice assortment of medium priced refrigerators in both galvanized and white enamel lined. They are made by the largest and best refrigerator manufacturers in Canada, and have proved to be satisfactory in every respect.

The result of their plan in construction is great economy in the use of ice and superior refrigerating qualities possessed by few other refrigerators

Prices are, galvanized lined, $9.75, $12.15 and $15.10

White enamel lined, $13.95, $16.20, $19.80 and $21.60

WRIGHTS, Limited
CHARLOTTE ST. SYDNEY

Ad. used by Sydney, N.S., firm to induce early purchases of refrigerators.



Getting After Spring and Summer Furniture Trade

Some suggestions regarding ways and means of obtaining the best results. One man's experience. A promising situation which progressive dealers should take advantage of.

By WILLIAM LEWIS EDMONDS

THAT a little extra effort will always create a little extra business there can be no doubt. Sometimes it may not create all that may be desired. But then, again, it sometimes produces results better than anticipated. It is, however, always worth the trial, and nine times out of ten the success attained is well worth the effort.

Spring is now with us, and in the course of a few weeks we may expect the "good old summer time," to be making its advent. That suggests that the time is at hand when the furniture dealer should be planning for the making of a little more effort to secure the highest possible maximum of business.

Outlook for Good Business

There are several reasons why the furniture dealer should do a particularly good business during the coming season. In the first place the general trade conditions obtaining in the country warrant an expectation of it. The farmers, who are of course the backbone of the country, never had as much available cash as they have at present. From field crops alone they last year obtained a revenue of about $1,200,000,000. Add to that the live stock, the dairy products and the fruits and vegetables they sold and the sum total of the money they received for their year's effort could have been little if anything short of a billion and a half dollars. The manufacturers of the country are also enjoying a high measure of prosperity, while their employees as a rule are earning record wages. That there is more money than ever before circulating in the Dominion the bank statements clearly demonstrates, while the financial condition of the country is reflected in the savings deposits, which are running a couple of hundred million dollars in excess of a year ago.

Business Must Be Courted

It does not follow that because general trade conditions are good that the dealer is going to secure this summer a larger turnover unless he adopts ways and means likely to bring it about. He must "get up and get" if he is to succeed in doing so. If he trusts to chance he must be satisfied to get chance business. The only way to get the maximum of business is to put forth the maximum of effort. And he who would put forth the maximum of effort should now be thinking out ways and means of securing the desired end. It is no more wise for the furniture dealer to put off the maturing of his plans to the eleventh hour than it is for the commander-in-chief of an army to defer working out his plan of campaign until the enemy is preparing to attack. Anticipation is the wise thing in both instances.

About the first thing the dealer should do in planning for the summer's campaign is to make a careful study of the catalogues of the manufacturers and the advertising and reading matter columns of the trade journals. He should also talk the matter over with the travellers. By this means he will get a line on such new goods as are being put upon the market. This done he should make a selection such as is deemed suitable for his particular clientele. And when he has made his selection he should not procrastinate in placing his orders. As there is a scarcity of labor in the factories, to say nothing of the transportation difficulties obtaining, procrastination may mean difficulty in getting delivery in time to get the full advantage of the season's trade.

Selling Schemes

That it will pay the dealer to give careful thought and attention to the working out of selling schemes there can be no doubt. Conversely it will not pay him if he neglects to do so. Dealers who employ salesmen should call them to a conference or two. Get them to work out schemes and inspire them with enthusiasm. He whose business is not sufficiently large to warrant employing even one salesman can at least commune with himself on the subject.

There is not a retail furniture store in the Dominion incapable of developing business-getting schemes of a profitable character. But latent schemes are of no earthly use until they are put into operation. And the more original they are the greater as a rule will their effectiveness be in securing business.

At least one scheme should provide ways and means of reaching the farmers. A folder or booklet dealing with seasonable summer goods should be sent to every

farmer in the vicinity. Naturally this folder or booklet should be illustrated, engravings for which can be obtained from manufacturers. Prices should also be given. In getting out literature of this kind the dealer could, if he saw fit, probably get a retailer in another and non-competing town to collaborate with him, thereby reducing his costs. This has been done in other lines of business and could just as easily be done in the retail furniture trade.

A Retailer's Experience

A couple of years ago a certain retailer found himself towards the middle of the summer with a larger stock of outdoor furniture than he felt was desirable. In thinking of ways and means designed to reduce the stock he came to the conclusion that it might be a good idea to secure a horse and wagon and take an assorted load of the furniture into the suburbs of the city in which he lived. The result was most gratifying, for it enabled him to clean up his stock of summer furniture more effectually than during any previous year in his experience.

If such a scheme was productive of good results under circumstances such as that outlined, why could not a similar one be employed at the opening of the summer season? There does not appear to be any reason why it should not. And it could be worked not only in suburban districts, but in selected urban districts as well. It should also be employed where there is a summer cottage district.

In the carrying out of a scheme of this kind it would not be a bad idea to take along two or three of the cheaper lines of talking machines, and particularly when making a tour of suburban districts and localities in which summer cottages and camping grounds are situated.

Window Displays of Summer Furniture

Naturally no plan of campaign for the sale of summer furniture would be complete which did not provide for systematic window displays. A new display should be made at least once a week, and a special effort should be made to make each display accord with the conditions under which it would naturally be used. If verandah furniture is being shown try and fix up a scene which will depict it in use under natural conditions. Carry the same idea out when such seasonable lines as sleeping porch, garden, or lawn furniture are being displayed. Lawn and garden furniture particularly lend themselves to the working out of displays under natural conditions. So do lines suitable for campers.

Importance of Advertising

The importance of advertising in connection with a campaign of this kind is too obvious to be questioned. The advertisement is the most effective of all mediums for making the public acquainted with the goods which the dealer has for sale and the prices at which his various lines can be obtained. It has a further office. It reminds the public of its needs.

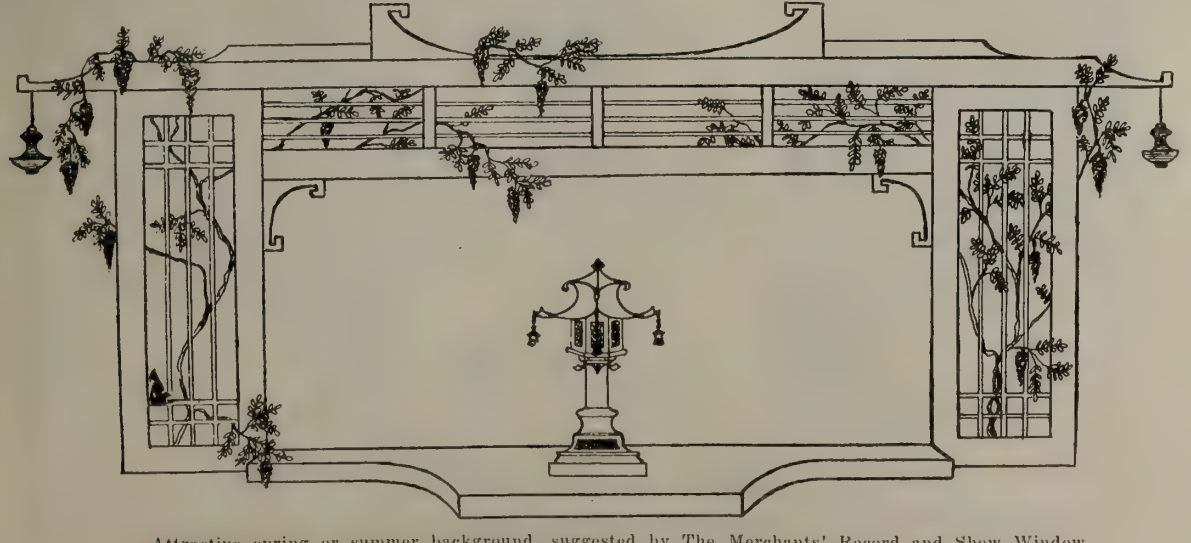
In order to obtain the best results from a medium of this kind it naturally follows that the more thought and attention which is given to the subject the better. There is first of all consideration as to the amount of money that it is wise to expend in advertising. It by no means follows that the more money a dealer spends in advertising the more business he will get. The dealer should first of all consider the amount he can afford to spend, and in the deciding of that point let him not be influenced by a narrow or a parsimonious outlook. But it would be foolish to spend a larger sum of money than the trade possibilities of his locality warranted. Neither will it pay him to spend less.

After all it is not the size of an advertisement in itself that determines its selling qualities. It is its character that is the determining factor in this respect. In the preparation of copy the dealer should avoid crowding. What he needs to do is to tell in as simple and direct language as possible the news of his store, and particularly in regard to those lines which he is advertising. To do this does not require the skill of a genius. It just requires common sense.

And that, after all, is about all that is necessary in the carrying to a successful issue the furniture trade campaign for the summer season—and any other seasonable campaign for that matter.

LINOLEUM FOR THE PANTRY

An ad. headed, "Pantry Purity," used by Wright's Limited of Sydney, N.S., featured linoleum for pantry use. It read, "A pure, sweet, sanitary pantry is essential in every home. Linoleum goes far to make such a pantry. It entirely eliminates the cracks and crevices, that so easily collect crumbs and dirt. The patterns we are showing are desirable and artistic, and keeping it clean is no task at all. Drop in and see the latest patterns."



Attractive spring or summer background, suggested by The Merchants' Record and Show Window.

How a Brandon Firm is Going After Spring Trade

Special effort put forth in window and advertising—
Room arranged in window—Featuring phonographs.

THE methods being employed by Campbell & Campbell of Brandon, Man., in their drive for a big spring trade, are worthy of emulation by other Canadian furniture stores at this time. Although this firm is aggressive in its bid for business at all times, special energy is put forth during the spring.

Increased Advertising Space Used

Although small space is used regularly in the local paper, the spring drive was inaugurated by the use of a half page ad. which we reproduce herewith. It will be noted that specially seasonable lines have been dealt with and that each one has been treated individually, with a considerable amount of descriptive matter devoted to it. It will also be noted that prices have been quoted in each case. Advertising space, 6 by 4½ inches is used regularly throughout the year. The quality of copy is generally good. Readers have had an opportunity of examining many of these ads. which have been reproduced in The Canadian Furniture World during the past few years.

Model Room Arranged in Window

In order to be particularly well equipped to go after trade by window display during the spring months, Campbell & Campbell recently had their store front on Rosser Ave., remodelled, arranging the show window in model room form for the showing of furniture in room arrangement effectively. This firm has found room arrangement an excellent method of interesting the passing public in furniture, and accordingly have gone to the expense of a special room construction in the window for this purpose.

Advertising the Window

Advertising space was used to draw attention to the special window. The ad. was headed, "Have you seen the interior of a bungalow." It read, "The rich panelled walls, the beautiful and attractive windows and the beamed ceiling. Our Rosser Ave. window has been re-decorated and designed, giving a perfect illustration of the interior of a home. The diningroom suite on display portrays the dignity and elegance of the furniture in vogue during the 'William and Mary period.' The graceful lines and the antique design and finish are certainly worthy of your inspection."

Featuring Talking Machines

As will be noted by the advertisement reproduced here, quite a feature is made of phonographs by this firm. As indicating the importance placed on this line, Campbell & Campbell have recently installed a special sound-proof phonograph room so that customers listening to machines will hear them to the best advantage, and will be guarded from outside noise and interruption.



Well-arranged half-page advertisement used by Campbell & Campbell, of Brandon, Man., in spring campaign



No. 2726—Hall mirror in American black walnut, is 24 inches high by 34 inches wide, with British bevelled mirror 15 by 26 inches.



No. 2725.—Hall seat in American black walnut, 35 inches high by 36 inches wide, with box seat.

Two attractive hall pieces from the McLagan line



China cabinet, No. 9811, Queen Anne design, American walnut, manufactured by the Canada Furniture Manufacturers, Limited.



Two new record cabinets manufactured by the Gold Medal Furniture Mfg. Co., Ltd.

Right—New Empire record cabinet

Left—No. 39, record cabinet built for Victrola IX machine.



Attractive Front to Remodelled Tillsonburg Store

A. L. Oatman, Tillsonburg, Ont., now has extensive and well-appointed store — Had a re-opening that attracted attention.

By A STAFF EDITOR

IN a recent remodelling of his furniture store at Tillsonburg, Ont., Mr. A. L. Oatman gave particular study to the arrangement of the store front, with the result that it is not only attractive in appearance and a credit to a town with a population of 2,800, but it allows of the display of goods to advantage as well as admitting plenty of light to the interior of the store.

New Store Front Gives Efficient Display

The photograph which is reproduced herewith gives an idea of the construction of the store front. It gives a fine large display window which has been equipped for convenient showing of goods in room arrangement, while the plate glass front to the second story acts not only as a supplementary display window which is visible from across the street, but it also gives plenty of light for the inspection of goods on the second floor where large space is devoted to rugs, and upholstered furniture also displayed.

Arrangement of the Interior

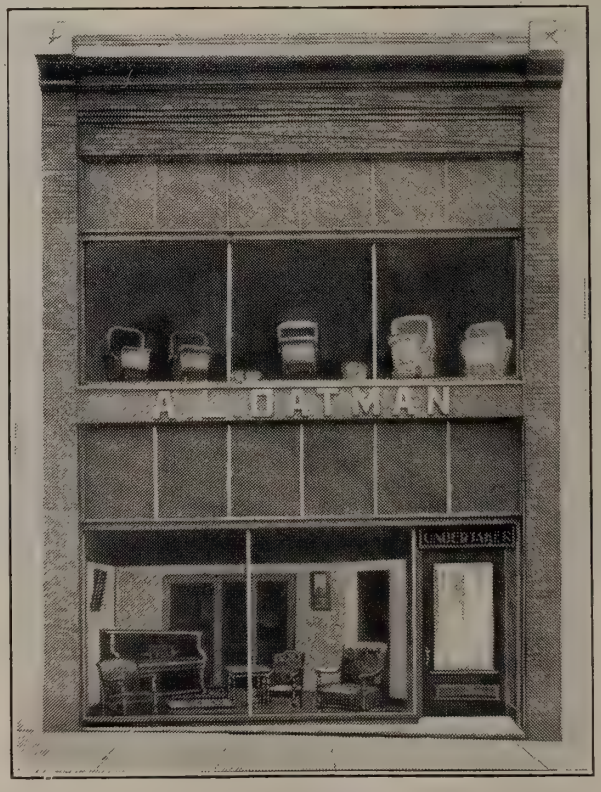
The main floor, which is 167 feet in length, is devoted to the display of diningroom suites, bedroom suites, bedding of all kinds as well as kitchen furniture. There is also a linoleum and floor oilcloth department on the main floor, where special racks have been installed for the convenient showing of these lines. A broad stair leads to the second floor.

A separate room has been devoted to the piano and phonograph department in order that these instruments may be heard to best advantage by prospective buyers. A large stock of records is carried in stock.

The undertaking parlors are at the rear of the first floor and separate from the rest of the store.

Musical Entertainments at Re-opening

In the manner of introducing the attractions of his remodelled store to the citizens of Tillsonburg and the surrounding country, Mr. Oatman displayed as much enterprise as in planning the alterations that have made his store one of the most attractive in the town. The re-opening took place on February 28 and was marked by two high-class musical entertainments given in the showroom on the second floor, which was tastefully decorated for the occasion. These entertainments were arranged for by the Nordheimer Piano and Music Co. Ltd., whose goods are handled by Mr. Oatman. The program consisted of selections by a male quartette, the Aeolian-Vocalion, a player piano, a pianist and a violinist.



Attractive front to recently remodelled store of A. L. Oatman, Tillsonburg, Ont.

Brought Many People to the Store

The general public were invited to attend these entertainments, for which a special printed program was prepared. A local man of prominence acted as chairman and in his introductory address warmly commended Mr. Oatman for his enterprise in evolving so handsome and extensive a store, which, he said, was a credit to the town as well as to the proprietor. Large numbers of people attended these entertainments and also inspected the goods on display, so that the idea was a profitable one in that it got many people acquainted with the new store and its stock. The local paper also ran news items regarding the opening as well as the new store.

Satisfied Customers Prove Good Advertisement

Mr. Oatman began in business in Tillsonburg about seven years ago with small capital. In spite of keen competition he has built up an extensive trade. To The Canadian Furniture World he stated that the pleased customers are his best advertisement. "We strive to satisfy every one with whom we have dealings,' he said, "and would rather make considerable sacrifice than have a dissatisfied customer.

"Our next best method of attracting business," he continued, "is by attractive window display and keeping our store clean and the goods well arranged so that every person entering the store may gain a favorable impression. We further consider that motor delivery service is good advertising for the store."

System that Shows Important Business Details

Mr. Oatman realizes that in order to make a success of business to-day it is essential that the dealer keep close tab on profits, expenses and other details. The store has an efficient bookkeeping system that gives an accurate account of every detail of the business. It has even progressed to such a stage that it is possible to easily ascertain the cost of running any department of the store. This is possible by a detailed account of all expenses.

Window Ideas from the Methods of a Big Canadian Firm

Window displays that attracted attention and created sales for the Adams Furniture Co., Toronto—Conduct of a big spring opening.

By A STAFF EDITOR

LIFE, movement, novelty—three of the most valuable secrets of effective window advertising were illustrated in happy combination recently in the kitchen cabinet window display of the Adams Furniture Company, Toronto.

In the February issue of THE CANADIAN FURNITURE WORLD was an article dealing with the phenomenal success of a United States merchant who made use of striking window displays to illustrate the contrast between the old-fashioned kitchen and the one equipped down-to-date with labor-saving appliances, the kitchen cabinet in particular. The Adams Furniture Company went this man one better.

Novel Method of Presenting Contrast Kitchen Cabinet Displays

A large circular platform was constructed in their Queen St. window, one-half within the window the other half extending back into the store, whole platform being so supported that it could be revolved on its axis. Diametrically across this platform was an upright partition. On one side of this partition was the representation of the old, unhandy, unsanitary fatiguing kitchen, the unfortunate housewife represented by a figure almost upside down, scraping the flour from the bottom of a barrel. Every lack of convenience was, of course, emphasized, even to the verge of the ridiculous. On the other half of the platform was the supposed facsimile of a modern kitchen, every appliance provided, the woman—a live, happy-looking housewife—seated, reading a newly-cut magazine. Everything here was spic and span, the kitchen cabinet well to the fore, all its shiny interior and accessories in plain view. Some strongly-worded brief posters put into words the message the advertisement was intended to convey.

Co-operation Between Advertising and Windows

This platform was revolved at short intervals, first the old way and then the new being given the window. It was one of the most "drawing" of any window display ever put on in Toronto, and kept the pavement in front of the store almost blocked to traffic. The sales of kitchen cabinets during this drive by the Adams Furniture Company, are said to have been enormous.

"We use newspaper space and window display always in combination," said Mr. Edw. L. Godard, advertising manager of the Adams store, to The Canadian Furniture World in the course of conversation on the subject of the firm's success in window display. "For this reason it is not easy to apportion results to one or the other medium. The newspaper advertisement is, perhaps, considerably the more productive, but the window display, appealing to the eye, confirming and thereby seconding the first appeal, drives home the agreement and brings in the customer who might not be secured through the newspaper only."

Novel Windows Advertise the Store

The conversation drifted into the subject of "Eye-catchers"—novel window features which make no direct selling talk, but arrest the attention of passers-by. "Do you find these devices of value?" the writer asked Mr. Godard.

"Yes," he replied. "For example, our window dresser, during a display of summer goods, placed an electric fan in the window, attaching to its frame a number of strips with dollar bills tied to their ends. When the current was on, these bills fluttered in the breeze as though they were about to fly away and be lost. Near by was placed a card with the legend, 'Don't Blow Your Money Away—Buy Here and Save Dollars!' or words to that effect. The novelty of the dollar bills fluttering in the wind brought passersby to attention, and thereby gave the genuine bargains we put on display in the window a chance to be known and considered.

Little Child in Window Attracted Much Attention

"Only a few weeks ago we developed this idea along another line. As I have often observed, if you can do something to lend life and movement to a window display it attracts the public strongly.

"On this occasion we had a woman employed as a window demonstrator, and with her she took into the window space her little girl. Toys were given the child and she was left there quite to her own devices. Being with her mother she soon got over the strangeness of the surroundings and became quite oblivious to the crowds of people outside the window. These, attracted by the pretty little girl, and the novelty of her presence, congregated in large numbers, to watch her play. Women, in particular, were interested and charmed. That window, while it brought us under the notice of the society who have child welfare in charge, attracted an immense amount of attention and was talked of in homes all over the city. Indirectly it was a big general advertisement of the Adams Furniture Company, and as such was a successful feature."

WHEN THE WAR WILL END

Absolute knowledge, I have none,
But my aunt's washerwoman's sister's son
Heard a policeman on his beat
Say to a laborer on the street
That he had a letter just last week
That was written in the finest Greek
From a Chinese coolie in Timbuctoo
Who said the negroes in Cuba knew
Of a colored man in a Texas town
Who got it straight from a circus clown
That a man in Klondike heard the news
From a bunch of South American Jews
About somebody in Borneo
Who heard a man who claimed to know
Of a swell society female fake
Whose mother-in-law will undertake
To prove that her seventh husband's niece
Has stated in a printed piece
That she has a son who has a friend,
Who certainly knows when the war will end.

—Exchange.

ARGUMENTS IN FAVOR OF BUYING FURNITURE

One of the best advertisers in any of the smaller centres of Canada, is Wright's Limited, of Sydney, N.S., whose advertisements we have frequently reproduced in THE CANADIAN FURNITURE WORLD. The subject matter of their ads. is generally good, and in addition they are persistent advertisers. A recent ad. was in the form of an editorial talk headed, "Why Buy Furniture?—Because." The reasons given were as follows:

It is a Money Asset

Furniture has a real money value, whether sold to-day, to-morrow or ten years hence. It can always be turned into cash. Unlike wearing apparel and many other lines of essential merchandise, it is seldom consigned to the scrap heap. Furniture always has a market value. It is on a par with real estate or the stock market. The furniture of a home, whether simple or elaborate, has a money value and can at any time be turned into gold.

It is Permanent

Furniture, when rightly made, and to-day easily 90 per cent. of Canadian furniture comes under this class, will last practically a life time. It is made mostly from those lasting, durable materials—wood, metal and leather. It is not constructed to satisfy alone the uses of to-day, but as well the uses of years to come. It is not in the same class with the many lines of merchandise that wear out, or become obsolete.

It is Artistic

What is more beautiful than the modern finishes and the charming curves and outlines, and the ornaments of modern furniture. Furniture is an adornment to any home; it is being constantly admired; "A thing of beauty and a joy forever."

It Renders Service

Furniture serves morning, noon and night. It works hard. How constantly is the dining room suite in use, the living room and library pieces, and the kitchen equipment. The bedroom furniture renders service during both the hours of the day and night. What portion of the furniture or furnishings of the home is not brought into more or less regular service.

It Gives Rest, Comfort and Pleasure

Who does not know the comfort of an easy arm chair, or the rest obtainable on a well-made spring and mattress? These produce that rest that cannot be obtained in any other way. What would mankind do in these days of high tension were it not possible to snatch at least a few hours of rest regularly each twenty-four hours? The modern luxurious davenport, the footstool and reclining chair are all designed to give the greatest degree of comfort and rest. What greater pleasure can a home lover derive than to listen to the great music masters on an up-to-date talking machine, a model of beauty with its cabinets for filing records, designed and finished to match any suite in the home.

It Economizes Time

That word "economy" sounds especially good to every housewife during these anxious times. How valuable time is. Take the modern kitchen cabinet with everything in its place; the buffet or china cabinet that hold the silver and china, and keep them in good condition, and easy of access. These prove a big saving to the housewife of time for other domestic duties.

It Encourages System

What progressive man or woman, the head of a home does not admire system and regularity. The kitchen cabinet, the buffet or the chiffonier are all designed for the purpose of keeping things in their right place and encouraging neatness, and order. Once the right habits have been formed, how much more effectively can the home routine be carried out.

It Produces a Good Environment

What is more charming or delightful in the home than good furniture. Few realize what effect it has on the characters of those who are constantly making use of it. It is there before the eyes continuously, and quietly but surely influences in its way the character of every occupant of the home.

It Satisfies

Furniture pays a big dividend every way you look at it. Money spent on good furniture is an investment. Furniture has that something about it that gives lasting satisfaction. Its very outlines give it character, almost life. Every piece in the entire home takes a prominent place in the life of that home, and is linked up with human interests—is a real part.

CO-OPERATION OF NEWSPAPERS HELPS FURNITURE SALES

The co-operation of your local paper will be found extremely valuable in helping along the sale of furniture. Assistance may be given by means of editorial articles calculated to instill an interest in better homes and furnishings. A number of prominent newspapers have adopted this means of assisting retailers of furniture who use their advertising columns so extensively. We reproduce herewith copy used by a Toronto daily during the February sales. It was set one column long and two columns wide.

Adopt a Furniture Plan

The interior of a home is a reflection of the esthetic life of the family.

Let your wife express herself, Mr. Husband. Let her plan and figure out a "furniture plan," which, when completed, will lead her to say: "I am not ashamed to have **anybody** see our home."

When a woman can say that, and mean it, it proves that some one has put time and thought on planning the furnishing of the home.

It may take several years to arrive at the point where her plan is fully worked out. But it is worth the effort. The plan she adopts will, of course, be laid according to the family purse—but it is surprising what real study and thought will do toward improving the appearance and comfort of your home.

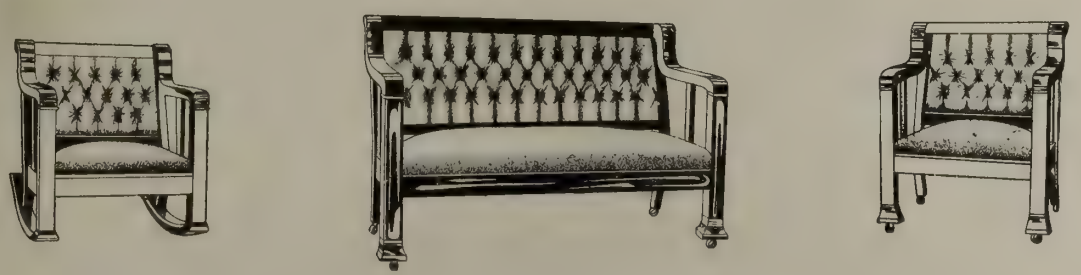
February is the month when the retail furniture dealers—experts in questions of taste and desirability of this or that period of furniture—hold their annual sales. February sees opportunities galore presented by established firms, with prices alluring selections very comprehensive, and the stage all set for real progress and enjoyment in furniture.

GIVE EXTRA ATTENTION TO THE FURNITURE SALES NOW IN PROGRESS.

It will pay you in years to come; it will stamp your family as occupants of a comfortable and artistic home.



Attractive living-room suite manufactured by the Farquharson-Gifford Co., Limited, of Stratford. It is upholstered in black and gold damask, with black velour trimming.



Suite No. 616, manufactured by the Ellis Furniture Company of Ingersoll.

Spreading the Gospel of Kitchen Efficiency

Is good business for the furniture dealer—A special appeal at this time that housewives may be enabled to give more time to patriotic endeavors.

By A STAFF EDITOR

THIS is a most appropriate time for the furniture dealer to spread the gospel of kitchen efficiency. The subject has been given extensive attention in housekeeping and home magazines in the past few years, so that the mind of the average housewife is in a most receptive state for definite suggestions as to articles that will work for greater system and less work in the daily conduct of kitchen affairs.

Save Time in Housework and Devote to Patriotic Endeavors

There is a special reason just at the present, too, for featuring those articles that will reduce the time necessary for the completion of kitchen and other household duties. The country is calling for the women of the nation to help in various ways. Those who cannot devote all their time to their country's work can, however, render valuable service by giving as much time as possible to patriotic endeavors, be it in the nature of knitting or similar work, or by the increasing of production by the cultivation of back gardens or other plots. The furniture dealer can point out that the purchase of time and labor-saving equipment will allow housewives to devote more time to work of a patriotic nature.

Eliminating Waste of Food

There is also a strong appeal to the womanhood of the country at the present time to help the cause of the Allies by eliminating all waste of food. There are various lines of kitchen equipment that guard against undue waste. One important article of this nature is the refrigerator. The amount of food that goes to waste in this country because of lack of refrigeration must amount to an astonishing total in a year. Every housewife should do her bit in reducing the amount of this waste in these times when food is so urgently needed for the Allies.

Use Display Backed by Advertising

Accordingly, the dealer will find it profitable—and at the same time will be doing a patriotic work—to push the sale of kitchen cabinets, refrigerators and other lines that work for kitchen efficiency. Scientific household management requires these articles. A combined display of them in a model kitchen as suggested in the accompanying photograph, with the use of appropriate show cards driving home the need of greater efficiency in kitchen work, should prove a great source of interest to most housewives. It should be backed up by advertising attention, with the suggestion that the reduction of kitchen work just now will give more time to devote to patriotic endeavors.

Appeal to Husband to Consider Wife

A selling scheme for household appliances that has not been used to the extent that it might, is the appeal to men to give their wives time and labor-saving devices equal to those which they themselves employ in their office or factory. The real business man would not think of doing business in a roundabout manner when some appliances could be purchased to reduce the time or labor necessary for it. Then, why should he not apply the same principle to his wife's work.



Window display offers an effective means of spreading the gospel of kitchen efficiency. A display like this should create a desire in the housewife's heart for better kitchen equipment.



Model K.

Mahogany or Oak, $106 retail.

Metal parts nickel plated. Multiple spring motor.

Three New Models

of the

Gerhard Heintzman Phonograph

Showing that whether you are catering to the millionaire or to the home of moderate income, the Gerhard Heintzman dealer can fit the purse of any customer.

There are Eight Models

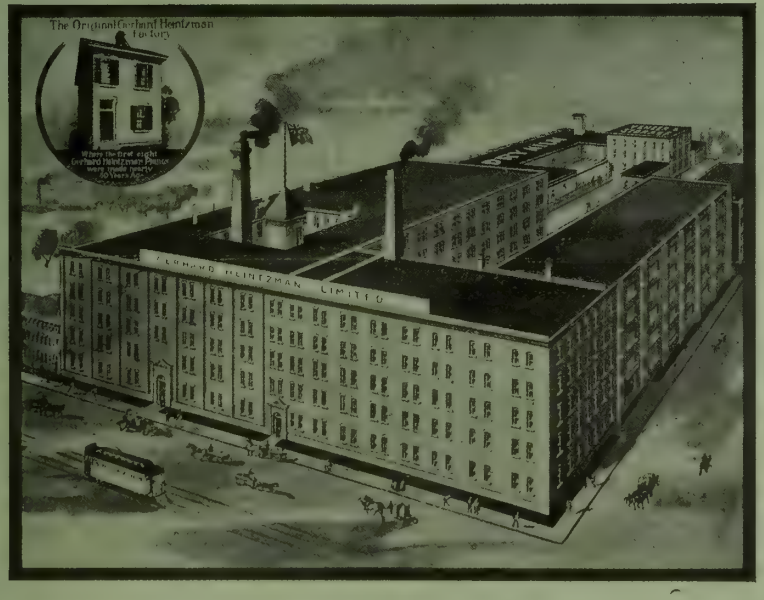
in the

Gerhard Heintzman Line

$51 to $400 Retail

and in the manufacture of phonographs we are putting the same zealous watchfulness, the same unstinted expenditure of time, thought and money that has made for Gerhard Heintzman pianos their Dominion-wide reputation for enduring tone and quality.

Get particulars of the Gerhard Heintzman Phonograph Agency.



Home of Gerhard Heintzman High Class Musical Instruments



Model 51.

Retails at $51.



Model 75.

Retails at $75.

Gerhard Heintzman, Limited

Head Office and Factory

69-75 Sherbourne Street Toronto



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES: ELYRIA, OHIO; NEWARK, N. J. PUTNAM, CONN.

CHICAGO ATLANTA SEATTLE CINCINNATI TORONTO
Lumsden Building



You Are Not Experimenting

When You Specify

HEINEMAN *and* MEISSELBACH PRODUCTS

These motors, tone arms, and sound boxes are produced by the largest manufacturers of phonograph parts in the world, and in use everywhere.

You can always rely on machines with these motors giving your customers the utmost in satisfaction.

WE ARE AT YOUR SERVICE



Canadian Furniture World

TORONTO APRIL 1918 CANADA

Early Display Desirable

Too many dealers are in the habit of trailing along in the wake of more progressive competitors, picking up what is left after the cream of the trade has been skimmed off.

It seems that it is only after the opportunities for selling a line have been demonstrated to them by the success of a competitor that they awake to its possibilities.

We speak not only of the featuring of new and special lines, but of the sale of seasonable goods as well. A good many dealers wait until the selling season is well under way before they get behind a line in real earnest, and then it is generally found that their efforts are not productive of the maximum results that would be possible by an early featuring of the line.

So, the dealer would do well to get after spring trade real aggressively, and make plans right away for the featuring of summer lines just as soon as the weather becomes appropriate.

* * *

"A Man's Room"

The average dealer does not appreciate the value of a special appeal to the men. Some merchants have recognized it however, and have used special advertisements to interest men in better furnishings for the home.

Macpherson & Bedford of Brandon, Man., made a direct appeal to men recently, by showing a model "man's room" in their window. It was arranged with a deep pile rug on the floor, a brass bed, with somnoe and reading lamp at the side. There was also a large easy chair covered with tapestry, and a dresser and chiffonier of walnut. The men who viewed it were urged to request other room ideas from them.

This is a field of endeavor that many other furniture dealers will find well worth developing.

* * *

Development of Initiative

In the conduct of the war it is the men who do things on their own initiative in the pinches who carry off the military medals. It is much the same with the salesmen in the business world. The laurels go to those men who do things on their own initiative occasionally without direction from the manager or proprietor.

Of course, there must be a head to direct the general work. The men under him must obey, but on occasion they must act on their own initiative.

Try the idea out on your own sales force. Many a time a man must act without direction. The man who acts right is the real thing. Keep your eyes on your men for instances of such initiative. It's what a man does—and does right—without being told, that proves his right to advancement. The advance on the Somme is a Big Brother to the advance on the payroll. On this basis, at least, war and business are much the same.

Sell More Furniture to the Farmer

In his drive for trade this year, the furniture dealer wants to give the farmer his full share of attention. The farmer has plenty of money this year, and it is up to the furniture dealer who is favorably located, to get after his full share of it.

The city flats hold a lot of furniture, says the Furniture Trade Review, but a flat is not a marker to an up-to-date farmer's home as a repository of home furnishings. He has a lot of bedrooms, and big rooms all over the house. True, he has not been as modern in his furnishings as his city cousin, but he is getting there. His women folks do not take the feminine magazines for nothing, and Queen Anne, William and Mary and other people are getting right into their inner life. Moreover, they are getting a line on cretonnes, novelties, etc., and library suites and handsome odd pieces are rapidly replacing the old time abortions of parlor furniture. The farmer must be brought in touch with the furniture stock, right in the store, and dealers will realize, of course, their opportunity, when it comes, to co-operate with any movement in their town by merchants generally to organize a plan to bring the farmers to town on a certain day. or during a certain week. A plan of this kind is sufficiently important to the furniture man to prompt him to even take the lead in starting a feature of this kind, which the local newspapers will of course shout themselves hoarse in forwarding. The idea is to get the farmer next to the furniture, and if this is done he wil get a lot of it, especially if he has his wife with him and of course he will bring her along. Moreover, spring is a great time for refurnishing in agricultural districts, and the furniture man who "gets the jump" on this proposition will do some real business.

* * *

Proper Books of Account

It should be borne in mind by all merchants that it is necessary for everyone in business to keep proper books of account. The section of the Dominion Criminal Code having to do with the matter was amended last year and now reads:

"Everyone is guilty of an indictable offence and liable to a fine of $800 and to one year's imprisonment who,

"(c) Being a trader and indebted to an amount exceeding one thousand dollars, is unable to pay his creditors in full and has not kept such books of account as, according to the usual course of trade or business in which he may have been engaged, are necessary to exhibit or explain his transactions, unless he be able to account for his losses to the satisfaction of the court or judge and to show that the absence of such books was not intended to defraud his creditors, but no person shall be prosecuted under the provisions of this paragraph by reason only of his having failed to keep

such books of account at a period of more than five years before the date of such inability to pay his creditors.''

The time may come in the career of anyone when disaster such as loss by fire, or other cause, may bring about a condition to which this Act would apply and, in view of this, to protect themselves, merchants who are not in the habit of keeping an accurate record of their affairs, should immediately take steps to open such a set of books as may be necessary to record the various transactions of the particular business in which they are engaged.

The merchant who tries to operate his business without keeping books is in the position of a sailor trying to steer his ship without a compass; he has very little guide to his progress, and no reliable means of judging as to his success or failure.

* * *

Clean Up Your Desk

Every merchant should conduct a periodical cleaning up of his desk, and now, when housecleaning is so much to the fore is a good time to undertake such a task. The desks of many retailers are a sight to behold, with their collections of odds and ends of correspondence, invoices and statements, not to mention dust and dirt which frequently adorns them, making a conglomeration in which the dealer can rarely find anything he wants when he wants it. As a result a bad impression is given to those who view it, and much time is lost by the dealer in carrying on his office work or locating any papers he may desire.

If your desk is inclined to be in such a condition, now is the time to make a clean-up, at the same time instituting such systems as will allow you to easily locate any desired books and papers, and carry on your work speedily and efficiently. There are few merchants who could not improve to some extent on the system about their own desk.

* * *

Helping the Frankford Way

The food situation is a most critical one and there is good reason for the strong call for greater production that is going out this year. One of the handicaps to production is the lack of help. Farmers are not going to be able to get sufficient assistance to put in and harvest maximum crops.

Merchants who really have the welfare of the country at heart, might well adopt during the seeding and harvesting season the plan of assistance to farmers of their district followed by the merchants of Frankford, Ont., during a critical period in the harvest last year.

A Wednesday half-holiday is in vogue in Frankford during the summer, but instead of spending it in the usual form of recreation on this occasion, an entirely new form of outing was inaugurated, containing every needed feature of delightful novelty, exercise and usefulness.

The business men of Frankford got together and decided to give production a boost, so a general invitation was issued to spend a Wednesday afternoon in the harvest fields helping the hard-pressed farmers. The response was hearty and generous, and a fleet of motor cars conveyed the willing workers to the fields where their services were utilized by the farmers.

The benefit conferred just from this sporadic attempt at helpfulness, was surprising, and it is said that the result of the afternoon's frolic by one squad of Frankford volunteers alone was to place fifty loads of hay and grain in the barns.

Most village and town people know a little bit about farming, and could render quite valuable services in this way, especially in these times when many farmers are ''up against it'' for labor.

The Frankford idea could well be taken up in many communities with pleasure and profit, and with a little organization and previous preparation could be made very effective. In addition, it would foster a spirit of friendly relations between the farmers and town people that would prove very beneficial to retailers.

* * *

Competing With Mail Order Houses

At a recent convention of hardware retailers in Hamilton, the question of mail order competition was discussed, and some of the conclusions arrived at will no doubt prove of interest to retailers in other lines of business.

Their big purchasing power is one of their chief advantages. They also use leaders to attract trade, but there is no reason why smaller stores cannot do the same thing.

There were many lessons to be learned from these large concerns, and some good advice might be given retailers. For one thing retailers could do more in the way of teaching their clerks and taking them more into confidence. Some other weaknesses of the retailer were touched upon. Stocks should be turned over rapidly; too much time was lost in the retail business; the staffs should be kept busy; information should be given as to what the goods being sold could do—the mail order catalogues explain the uses of the goods offered.

Then there is the matter of service. Retail merchants in very many instances are much behind the time in service—service in the store, service in delivery, service in suggesting sales ideas. A crowning point brought out in conclusion was the interest retailers should have in their community and home town, because of lack of this interest, in many cases, opportunity was created for mail order houses setting up competition in those centres.

* * *

The Need of Cleanliness

Something like 457,000 articles have been written by editors of trade papers on the need of cleanliness in retail stores. Of course, we don't vouch for the exact accuracy of the figures; you can verify or disprove them yourself—when you get time.

However, in spite of the large amount of advice that has been handed out on this particular subject, there is apparently need for more of it. Take a walk along any of our business streets and you will find proof of the fact. The number of outstanding and glaring cases of uncleanliness will surprise you. And all this in the face of the fact, as every dealer should well know by this time, that the purchasing public of to-day are strongly prejudiced against dealing at those stores that do not observe the rules of cleanliness and that goods do not show up to advantage in a dirty store, and that sales are accordingly affected.

Besides, uncleanly surroundings are always an incentive to listlessness and carelessness. The employees of a dirty store lack the efficiency of the clean, bright and neat establishment. For these reasons, every dealer should make it a point to maintain strict cleanliness in his store.

A PAGE OF NEW BEDROOM FURNITURE BEING SHOWN BY CANADIAN FACTORIES



No. 558—White enamelled dresser, manufactured by the Meaford Mfg. Co., Ltd., Meaford.



No. 340—Popular-price dresser in period pattern by the Knechtel Furniture Co. Hanover, Ont.



No. 220—Queen Anne dresser of distinctive finish from the Geo. McLagan line.



No. 225—New dressing table of attractive design being shown by the Geo. McLagan Furniture Company.

System That Shows How Business Stands at All Times

System whereby the dealer, without a great deal of work, can make out an inventory showing standing of business once a month or oftener if desired—Gives same information as annual inventory.

THE advantage of the annual inventory is that it tells the dealer how he stands and enables him to gauge how he has been progressing throughout the year. It is acknowledged by live merchants that if this same information were available oftener, it would be of immense advantage, but the making of an inventory more than once a year means a good deal of work for the dealer. In fact, it is regarded as so laborious by some dealers that they commit the grave mistake of neglecting to take it even once a year, and thus they go on with no actual knowledge as to how their business is going ahead.

Monthly Statement

Amount of Stock on Hand Brought Forward			2970	00
Amount of Fixtures on Hand Brought Forward			430	00
TOTAL STOCK AND FIXTURES			3400	00
Total Purchases for the month from Cash Drawer				
Total Purchases for the month from Invoice Record			2330	00
TOTAL STOCK AND FIXTURES			5730	00
Sales for the month	2800			
Less Est. Gross profits 20 per ct.	560			
Cost of Goods Sold From Stock	2240			
add Mdse. Returned and Allowed			2240	00
STOCK AND FIXTURES ON HAND			3490	00
Notes and Bills Receivable	470	00		
Book Accounts	1320	00		
Cash on Hand and in Bank	317	00	2107	00
GROSS ASSETS			5597	00
Accounts Payable			1117	00
Notes and Bills Payable				
NET WORTH			4480.	00

Monthly statement illustrating the system whereby the dealer can tell standing of business at end of each month.

A plan is outlined here that will enable the dealer to keep in close touch with his business—give him absolute knowledge of how it is progressing. It is in the form of a monthly inventory, or it might be termed a perpetual inventory, for the dealer, if he desires, can make out a statement of his resources and liabilities in a short time and without a great deal of work at any time he wishes. It does not require a very elaborate system either—in fact, no more accounts than the ordinary well-conducted business should have.

How the System is Worked

This system of monthly inventory practically explains itself to the person who examines the sheet headed "Monthly Statement," which is reproduced here. We will say that this is the statement made out at the end of January. When stock was taken at the first of January, the amount was found to be $2,970 and the fixtures $430. These are listed in their respective columns, making a total of $3,400. The total amount of goods purchased during January was $2.330. This is very simply kept track of, according as invoices are posted up during the month.

The total sales for the month were $2,800. Now this is the selling price of goods, while the stock is listed at cost price. How is the cost price of goods sold to be reckoned? Merely by deducting the estimated gross profits on the goods sold. In this case the estimated gross profits were set at 20 per cent. This figure is set from the figures of the previous year's business. For instance, supposing that sales during 1913 were $20,000, and the gross profits amounted to $4,000. This would mean that the gross profits of the business averaged 20 per cent. on the turnover. The average gross profits for this year could be expected to be about the same—so deducting 20 per cent. from the $2,800 sales, which is $560, the cost of the stock sold would be $2,240, and this deducted from $5,730, leaves total amount of stock and fixtures on hand as $3,490.

Keeping Track of Amount on Books

The other assets of the business consist of bills receivable, cash on hand, and in bank and book accounts. The first two amounts are easily obtained, while the latter is not so difficult to secure either if an "amount on books account" is kept. A sample account of this kind is shown here. The amount on the books on Jan. 1, as shown by the annual inventory, was $1,000. During January there was sold on credit $1,500 worth of goods, which would make a total on books of $2,500.

AMOUNT ON BOOKS ACCOUNT

January 1—Total	——	1,000
Sold for credit in January	1,500	2,500
Received on account	1,180	1,320

AMOUNT OWING ACCOUNT

January 1—Amount owed	——	1,200
Goods bought in January	2,330	3,530
Paid out for goods in January	2,413	1,117

Amount on Books Account and Amount Owing Account referred to in accompanying article

but the amount received on account was $1,180, leaving the amount of $1,320 on books at end of January. This amount, with bills receivable, cash on hand, and in banks and stock makes the total gross assets as $5,597.

Now, in order to find the net worth of the business, the amount owed must be deducted. The "amount owing account" shows how this is kept track of from month to month. On Jan. 1, the amount owed was $1,200. During January, there was bought on credit $2,330 worth of goods. There was $2,413 paid out for goods during the month, leaving a balance of $1,117. Thus the net worth of the business is shown as $4,480. Knowing the net worth in this manner at the end of

each month, the dealer can keep in close touch with the progress being made, and knows twelve times a year instead of once how his business stands.

System is not Complicated Once Started

This system may seem to involve considerable work, but once it is running smoothly it does not require the time or work that one would imagine. At any rate, it is worth some extra time and attention to be able to know each month just how the business is getting on. It is also important to know whether the amount of stock on hand, of book accounts or amount owing is increasing or decreasing, and how much.

At the end of the year, the annual inventory should, as usual, be taken, because this perpetual inventory may not remain exactly correct during the year, although close enough to serve its purpose. For instance, the percentage of profit may vary somewhat, and this would cause a slight inaccuracy in the figures, which the annual inventory is necessary to correct.

It is quite evident that this system should be started immediately after the annual inventory. It is quite possible to start in at any time, however, by making up the figures on the statement back as far as the last inventory, instead of merely for the month, although it would mean considerable work. If a dealer took an inventory at the first of the year, it would not require a great deal of work to inaugurate this system at the present time.

How to Determine Percentage of Profit.

Care should be taken to get the average gross profit as nearly accurate as possible, because, for instance, a difference of 1 per cent. on annual sales of $20,000 would make a difference of $200 in the year. It may probably be advisable to go into the question again of how the percentage of gross profits is arrived at.

If a dealer had a total turnover of $14,000 during 1913, and on that amount made a gross profit of $2,660, the percentage of gross profit would be 19 per cent. If on the same turnover, the gross profit was $2,730, the percentage would be 19½ per cent. Again if a gross profit of $2,730 were made on a turnover of $13,000, the percentage of profit would be 21 per cent.

We want this system to be thoroughly understood, because its value to the dealer depends on him thoroughly understanding it. It is not by any means complicated once it is figured out. A dealer may ask how the gross profit for the year is secured. His inventory may show only the net profit. In that case, add the amount of the store's expenses for the year to the net profit, and you have the gross profit. Supposing, for argument's sake, that the dealer's inventory showed a net profit of $1,480 for the year. The year's expenses were, say, $1,250. Then the gross profit for the year would be $2,730.

ENCOURAGING MORNING TRADE

An Iowa merchant has solved the problem of getting customers into his store at least one morning in the week, in an original and effective manner. In order to increase his Saturday morning sales, this store, which catered especially to suburban trade, advertised that it would give a lunch check free with every purchase totaling over a certain amount, provided that it was made before noon. These checks were good in the week following at a designated restaurant. A $3 purchase entitled the customer to a 25-cent lunch, and 5 cents was added for each additional dollar spent. Where formerly about a quarter of the Saturday buying was done after 12 o'clock, nearly half of this trading is now done in the morning hours.

THE CASH CUSTOMER

If you are conducting a store on a credit basis, the question naturally arises: What are you doing for the cash customer?

There is no gainsaying the fact that the customer who pays cash at each transaction is entitled to own his or her merchandise at a less figure than is the long-time credit purchaser.

What are you doing to overcome this handicap upon the cash purchaser in order to give him or her the differential to which he or she is entitled?

Conditions in many localities are such that a strictly cash business does not seem feasible. Yet you have many customers who do pay cash for each purchase at the time the purchase is made.

Have you ever given serious thought to this matter and attempted to work out some plan whereby your store would still make its present appeal to the credit trade and at the same time make an added appeal to the cash buyer?



Some new nature prints being shown by G. L. Irish & Co., of Toronto, at moderate prices.

Merchandising Suggestions from Our Exchanges

Methods and ideas in furniture retailing as seen by other journals

WHY HAVE A "LITTLE" STORE?

A travelling salesman tells a story of his efforts to sell a dealer in a small town a line of novelties that were easily handled and that had proved a fine "side line" profit maker for a number of furniture stores in several large cities. The dealer didn't buy because he explained "this is a small town and I have only a little store here; I'm afraid they wouldn't go." Perhaps he was right, maybe the line in question wouldn't have gone, but just the same there's a criticism to make of this dealer's plea. If his business horizon only included a "small town and a little store," we wonder how he could ever expect to get up any enthusiasm to grow himself and help his town to grow greater. Another thing, people are just people, most anywhere you find them, and the chances are that what is saleable in Chicago will be saleable in Choctaw, if only you create a demand for the goods. Don't hesitate to try out a new line or a line that sells for a little more than the furniture you have been handling, just because you have a little store in a small town. Get the creative impulse, teach your patrons to buy better furniture and more different kinds of furniture, and pretty soon you will have a big store in a large town.—Chicago Furniture Journal.

AN IDEA—IF YOU HAVE AN AUTO

If you own an automobile or if you can obtain the use of one at very reasonable cost, there may be a suggestion for you in the paragraphs below. A merchant who possessed an automobile and was also troubled with a reduction of trade on stormy days used his auto to build up his rainy day trade. He merely announced that if any residents of his city desired to make purchases on rainy days, he would gladly send for them, provided they would telephone a request for the auto to call.

The trade-building worth of this idea is easily apparent and it might be well utilized by furniture dealers in larger cities as well as in smaller ones. In large cities it would likely be necessary to limit the territory in which the auto could call.—Southern Furniture Journal.

RECOVERING OFFICE FURNISHINGS TRADE

That feature of the legitimate retail furniture business which has largely drifted into the possession of office supply houses is in a measure being recovered by the regular dealer. The furniture dealer, in preference to any other class of tradesmen, should have and hold a monopoly of the office supply business. That it has drifted away from him very largely in recent years is a pretty well known fact and with some practical reason. And apparently the reason for this loss is that the furniture dealer was unwisely careless in overlooking some vital features—or in a word, has been standing still, and falling short of supplying the requirements of the modern professional and business office furnishings. If a good business can be created for the office furniture specialist it can, with equal reason, be made a profitable department in the general furniture store. But the methods that prevail and sustain the former must be applied by the furniture dealer if he is to win back what logically belongs to him. Office equipment is quite different from what it was a few years ago. The dealer who is able to supply the kind of desks, tables, filing cabinets, sectional bookcases and chairs that are in demand for the modern office, and is ready at all times to meet every suspicion of a prospect as it appears, with the proper encouragement, should have little trouble in winning back a very good and substantial business that he is by good rights entitled to. Apparently it is a task of improved system and general up-to-date methods. And it is certainly worth the effort.—The Furniture Index.

KERNEL OF THE ADVERTISING NUT

Trickery may get sales, but it takes honesty to make customers. Many business men have been ruined by advertising — for which their competitors paid the bills.

Advertising service that brings maximum results from your publicity appropriation is cheap at any price. Advertisers that keep faith with their customers are adopting the one best means of serving their own interests. Except for the fact that it costs more not to advertise than to do so, there would be no advertising—would there?

Ever hear the story of the boy who cried "wolf" too often? Promiscuous cut price sales are like that. When sales literature is written with a view to making sales and not just to please the boss, there will be less talk of the "tremendous waste" in advertising.

Big talk does not make big sales. The big sales go to the credit of the quiet, persistent, thinking chap who sticks to facts. In advertising, follow the line of least resistance. Push hardest where competition is weakest until you are as strong as your competition. —Printer's Ink.

THE PASSING OF THE RED PLUSH SOFA

Ten years ago the red plush sofa was in almost every house in America. Five years ago it was in only half as many. To-day it is nothing but a symbol; but it is a symbol of all the ugly things which we used to buy. It symbolizes the Queen Anne houses; the gingerbread decorations; the horse-hair furniture; the wall mottoes; the shells under glass; the ebony what-nots; the iron dogs on the lawn; the badly-planned gardens; the ugly farm barns, and all the thousand and one evidences of poor taste from which we Americans used to suffer.

I knew that red plush sofa well. I had observed it in all its varieties and phases. Then I noticed its gradual passing away. And with its passing, I observed, in the American people, a great awakening to beauty, to taste, to color and to harmony, a quickening of the public's desire for a knowledge of all that was appropriate and beautiful in the arts of building, decoration and furnishing.—Conde Nast, in House and Garden.

Some Questions for You to Answer

These questions are asked in the hope that they will inspire you to proper effort in some of the little things.

By A. R. Specht

PLEASANT, healthful, cheerful surroundings are necessary to human life and health. If one desires to obtain the best results—likewise these conditions are just as necessary in business life. You should never expect your business to become healthful and a pleasure to you and to grow and grow unless you give your clerks pleasant, healthful, cheerful surroundings and your customers prompt, pleasant, cheerful, courteous service; therefore it behooves you to put your house in order and prepare for the business that will be yours if you will only show that you want it.

I have prepared a list of questions that to me seem to cover the retail business quite thoroughly, and are prompted by one of the greatest adages I know of, and one that I believe less attention is paid to than any other—and one that if followed out would bring the greatest returns. The adage is:

"It's the little things that count."

The following questions are little things, but they all count.

Think them over.

Do you have a smile and a pleasant word of greeting for every one entering your store?

Do you ask each customer to return?

Do you close each transaction with a "Thank You?"

Do you give information cheerfully?

Do you show the way to the telephone or directory cheerfully?

Do you check parcels for your customers free of charge?

Do you deliver promptly?

Do you keep your store and showcases clean?

Do you allow loafers to congregate in your store?

Do you dress your windows properly?

Do you instruct your clerks as to their duties and what you expect of them?

Do you have plenty of light in your store and windows?

Do you have all merchandise displays priced?

Do you endeavor to please every customer?

Do you maintain a strictly one-price system and show no favoritism?

Do you make exchanges cheerfully?

Do you ever reprimand a clerk before a customer?

Do you plainly price all merchandise?

Do you keep an accurate record of your business?

Do you advertise?

Do you endeavor at all times to treat others as you would wish to be treated yourself?

Do you commend your clerks when they do well?

Do you show and display seasonable merchandise?

Do you look ahead for future needs?

Do you endeavor to be a leader or do you fall in behind?

Do you discount your bills?

Do you turn your slow-selling merchandise into dollars and cents?

Do you appreciate a good clerk when you get one?

Do you instruct your clerks as to the best selling points of all the merchandise you have for sale?

Do your employees have confidence in you?

Do you make it pleasant for your employees?

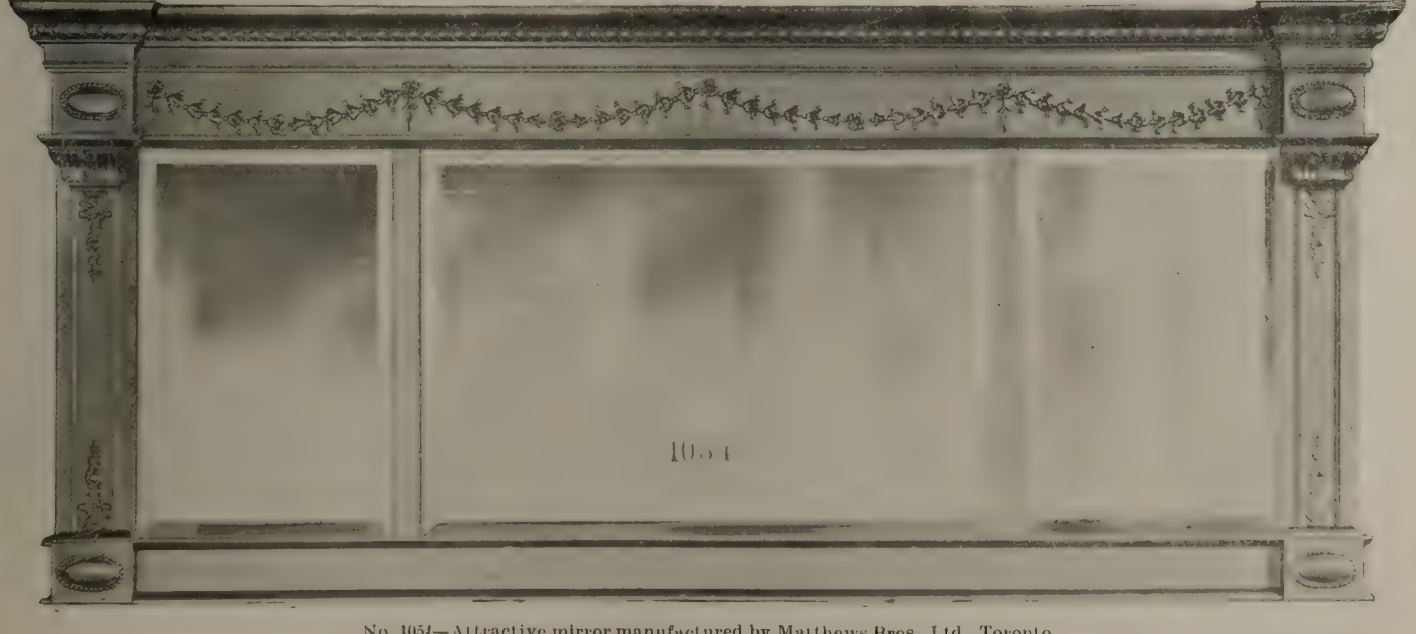
Do you keep all the promises you make?

Do you ever misrepresent merchandise?

EDUCATING THE PUBLIC TO DEAL AT HOME

In those towns where mail order houses are making inroads into the trade of the local dealers, it would be desirable for the merchants to combine in an educational campaign to show the public the folly of sending their money away to the big mail order concerns in the large cities. A merchant can even by himself wage a campaign of this nature with good results. One dealer who did this was J. M. Toombs, general merchant of Salmon Arm, B.C., who used a column of reading matter in the local paper over his name, to drive home to readers the benefits of dealing in their own home town.

"If there is one game the quitter should let alone, it is advertising. For advertising does not jerk. It pulls. If steadily stuck to it will exert an irresistible influence."



No. 1054—Attractive mirror manufactured by Matthews Bros., Ltd., Toronto.

KNOBS *of* NEWS

Arthur B. Wilson, furniture dealer, of Dundas, Ont., suffered fire loss recently.

The warehouse of B. M. and T. Jenkins Antique Furniture Company, of Toronto, was destroyed by fire on March 14.

The Strathroy Furniture Company Ltd., Strathroy, Ont., have issued a new catalogue.

H. F. G. Dreyer, of Havelock, Ont., who was formerly in the retail furniture business at Burnt River, Ont., is now on the road for J. J. Turner & Sons, of Peterborough.

Mr. Joseph Brien is now calling on the French trade for the Pathe Phonograph Company. He is located at the Montreal office.

Mr. James Malcolm, of the Andrew Malcolm Furniture Co., of Kincardine, Ont., has returned from a trip to Western Canada. He reports conditions there greatly improved and equal to the former prosperous days.

The employees of the Uxbridge, Ont., plant of the Gold Medal Furniture Co., met in the town hall and presented the retiring superintendent, C. W. Young, with a handsome club bag and an address.

A. E. Townsend, furniture buyer for the Hudson's Bay Co., of Vancouver, was on a recent trip east, visiting the furniture factories in Ontario. He reports that business conditions in the West are very satisfactory at the present time, and with a good crop this year, the business situation should rise to a high water mark.

NEW YORK FURNITURE EXPOSITION OPENS ON APRIL 29

April 29, 1918, will always be known as a red letter day in the history of the New York Furniture Exchange. It will mark the day of the most radical change that has been made in the twenty-seven years of the successful conduct of semi-annual furniture expositions in New York City.

April 29 will be the opening date of New York's fifty-fifth semi-annual exposition. It will run for three weeks, closing Saturday, May 18. It will mark the definite abandonment of January and July as exposition months in the New York market. Hereafter they will be held in November and May. The management of the New York Furniture Exchange attempted to make this change in the spring of 1911 when they moved into their new and enlarged quarters, but met with such united opposition on the part of the manufacturers and their representatives that the plan was abandoned notwithstanding the record-making support given the initial trial of the earlier opening of the first exposition held in the new building in June 1911. The attendance of buyers and volume of orders placed, showed clearly the approval of earlier openings by the dealers at that time, but they were abandoned in response to the factories' opposition.

Gradually earlier buying grew in popularity until it reached such proportions that opposition to earlier opening of the New York Exposition developed into a demand for a change of dates. Thus the plans of seven years ago have at last become a reality by the process of evolution instead of by foresight.

April 29 was made the opening date in New York in order that the Furniture Exposition might be open at the time of the Carpet Sale, so that the buyers might cover the opening of the carpet and rug season and that of furniture at one trip. The combination of the two trades so closely allied makes New York a market of unexcelled attractiveness to the dealer, and a great increase in attendance is anticipated.

COLUMBIA COMPANY ACQUIRE NEW PREMISES IN TORONTO

The Columbia Graphophone Company are moving into new premises at 54-56 Wellington St. W., Toronto, where they will have more than double the manufacturing space heretofore necessary and also be right in the best of the wholesale district. The premises will be greatly improved, including the erection of fireproof partitions and the installation of a complete sprinkler system.

The primary reason for this move is the increase in Columbia business, which has made it impossible to keep pace with the demand for Columbia products, particularly records, in the quarters being vacated. New record-making equipment is already on hand, and is being rapidly installed. This, Mr. Jas. P. Bradt, the general manager for Canada, states, will increase the output to take care of the business, which has more than doubled during the past year, and with an eye to the future, facilities are provided to again double the output as soon as necessary.

The cabinet manufacture and the making of completed Grafonolas will continue as at present, a number of large woodworking plants being busy on this work. So the new premises will be reserved to supply ample record manufacturing stock and distribution facilities.

Because of the splendid location, and in order to centralize the Company's activities, the Dictaphone will be taken care of also in the new location.

Large and handsome offices and ideal show room facilities are being provided, as the chief consideration in locating on Wellington St. was the central location, convenient for the trade. It is primarily this reason, state the management, that influenced the Company in going to the expense of establishing in what is chiefly a wholesale, show room district.

BEDDING "WOOL" MADE OF CORK

The British Department of Overseas Trade has been informed through a reliable channel that a Spanish firm is manufacturing "wool" from cork which, it is claimed, may with advantage be substituted for natural wool in the manufacture of mattresses, pillows quilts, etc. This material is stated to be cleaner and lighter than wool. Delivery is made in bales of 30 kilos (66 pounds), the packing for each bale weighing about 2 kilos (4.4 pounds), and the price asked is 2.50 pesetas per kilo (roughly, 25 cents a pound), on waggons, free of charge for packing, but counting the gross for net weight.

In this connection the Department of Overseas Trade has also received from the same source information relative to a Spanish process for utilizing cork as a textile material. The cork is employed in the form of very fine pellicles, of which 14 go to make the thickness of a millimeter (0.03937 inch). It is first treated with chemicals to remove any resinous substances and to render it flexible and less likely to break. The cork is then sewn between two cotton sheets and pressed several times.

Getting at the Basis of Profits

By F. M. Taussig

Few business men know precisely what profits are. They are willing to take what they regard as profits, but most of them have a false idea concerning the actual amount that should be credited on the right side of the ledger each year.

Some economists even go so far as to sharply distinguish business profits from wages. Part of what a business man gets is thought to be simply wages; but part is neither wages, nor interest, nor rent; it is different from these. This peculiar element is regarded as profits. The method of separating business wages from profits is artificial.

Looking over the whole varied range of earnings among those engaged in business careers, it is simplest to regard them all as returns for labor—returns marked by many peculiarities, among which the most striking are the risks and uncertainties, the wide range, the high gains from able pioneering.

Profit is Pay for Risk Taken

In some cases business profits are separated from wages by considering as wages that amount which the individual would have been paid if hired by some one else. An independent business man's actual earnings are likely to exceed that sum; the excess is business profits. Here emphasis is put on the element of risk. Profits differ from wages in that they are the result of the assumption of risk and are the reward for that assumption.

To know what dividends you are really entitled to draw, it is necessary to look the facts in the face. avoid all fallacies, count in every expense, and get the price that will pay the profit. This is no small order, but if you have the courage to study your business just as critically as though it were a competitor's. it is possible to discover the real facts—and make real profits. Search for the expenses that get away and you will know what your business really pays.

The average business does not really pay what it is supposed to pay, because the owner lacks sufficient business training to discover the hidden leaks. His premises are wrong, his principles wrong, and his calculations often wrong.

Dealer Fools Himself

The first and most general fallacy is that which. in spite of figures, repeats to itself: "I am making 10 or some other per cent." This form of self-hypnosis is so common that it has almost the force of a trade custom.

"If I ever want to sell out," the owner reasons, "I can't sell a business that does not pay. Then, too, if I claim my business is not paying, it is a reflection on my ability." So he makes the claim of a mythical 10, or 20, or 25 per cent. until he actually believes he is earning that much.

A tradesman celebrated this winter his forty-fifth anniversary in his town and shop. It is his proud boast that he has made, year in and year out, his 20 per cent. So firmly is this fixed in his mind that he resents, as a disloyal act. the attempt of his son—a skilled accountant—to show him that last year's business paid him but 14½ per cent. and that he has had years when he actually lost money. The son, used to calculating the profits of city concerns, sees in a glance what his father has not seen in forty-five years of business in one place.

A second fallacy is the assumption that all, or a great part, taken in over the cost price is profit.

The master barber of a five chair shop found one of his men calculating. "I'm going to start a shop," he announced. "Last Saturday I did $4.80 worth of work for which you gave me $1.20, consequently you made $3.60 profit out of me. I am going to start a shop and get all the profit."

This journeyman barber, having omitted to note that he had drawn $1.20 for Tuesday's work—which day he took in but 50 cents—he was a surprised man when the new shop was sold five months later to pay wages and rent.

All Expenses Should be Included

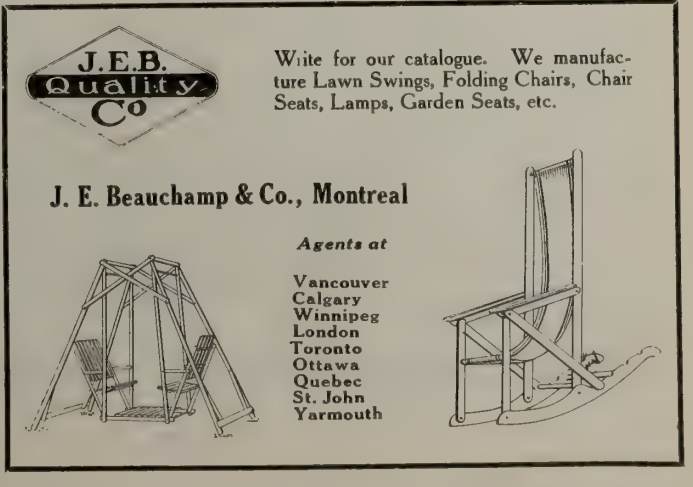
Third on the list of profit eating fallacies is the belief that every expense incurred because of the business should not be charged in the expense to run. Thus a caterer neglected to charge in the wages of his wife and children in running the business. His oversight is duplicated every day. Where a business owns a building, the rental is frequently neglected in calculations; window displays, particularly where the display is depreciable. often fail to connect with a charge; and interest on investment is never reckoned by fully 60 per cent. of business men to-day.

A fourth fallacy is to take the price paid the supplier as the actual price of goods, neglecting various other items, such as railway charges. The cost price of goods is their cost when on the shelves ready to sell.

Fifth—and one of the greatest fallacies of business—is the theory that profit percentages are reckoned on the price paid for merchandise. That overactivity in one department is successful in overcoming loss, neglect, or lack of method in another, is a sixth fallacy that misleads many in an honest attempt to determine the real profit. "Extra business necessitates extra expenses," rectifies the seventh fallacy. Almost every business man has his eye on a point ahead where he will round out profit by a little more business. But increase of business is not necessarily followed by increase of profits. There are other factors to reckon with.

THE VALUE OF DETAILS

It is the detail that counts. All small advertising cashes in on that basis. The old game of smashing your way into the buyer's favor is played out. Whether in talk or type. Be as warlike as you desire, it is bayonet touches that count, as the fencing masters say. Pave the way with a barrage fire. Make your first words to the customer count. But watch the details. While you are hammering your proposition home the prospect may be watching the calendar.



Talking Machines in the Furniture Store

HINTS FOR DEMONSTRATIONS

Use a pleasant voice.

This is not petty advice. People who come to buy music generally are people with an ear. More than simply an auditory organ—an ear for pleasant sound. The voice of a huckster or hot-dog barker is incongruous in selling music. Practice a well-modulated, firm voice, and last but most important, remember: "The voice with a smile wins."

Make as few motions as possible.

This also may be a new thought, but it is an important one. You should always give the idea that the machine is easy and pleasant to operate. Don't stand in front of the machine in demonstrating. Don't get into the machine as if you were having trouble with the spark plug. The prospect should feel in the case of the machine that "the little finger does it." Start and stop the machine with as little motion as possible. Be graceful in placing the record upon the turntable, being careful not to go jabbing for the centre of the record as if you were playing a game and won a cigar every time you made a hit. Don't start to put on a record and then change your mind every other time. It creates the impression that your first choice was a poor one. Make up your mind what you are going to do and do it. There should be as much smooth running in a phonograph demonstration as an automobile test.

The above are simply a couple of "surface" thoughts which many of your dealers may have overlooked. Give them the tip.

PHONOGRAPH IS SOLACE AT FRONT

"When I was across in France seeing the boys," said Harry Lauder, "I often thanked the inventor of the talking machine for not having lived in vain. A record out yonder, where the mud is much deeper than even in the streets of dear auld Glasca on the worst winter day, a record brings back the sniff o' the hills, the wee ingle neuk, and the days o' auld lang syne. It's graun, I'm tellin' ye! What an invention! Voices o' loved ones always wi' you; sangs o' the hameland, the mountain and glen to inspire you, to fill your heart and strengthen your arm. Aye, the talking machine is a thinking machine, and the thoughts that it inspires are pleasant thoughts—thoughts o' hame and the dear ones left behind."

Such is Harry Lauder's description of music among the men at the front in an interview with the London Phono-Record shortly after his return from his recent visit to the western front. "I'll tell you a wee story." he proceeded in his own pawky and inimitable way. "an' it's no a made-up yin, min, I'm telling ye! This is a story of how a gramophone backed up the gallant soldiers o' a gallant Scottish Regiment. The day's duties had been long and arduous, and for hours and hours the Jocks had been under a fierce bombardment —without a rest and without a halt. Then day gave way to night. Shells were continually bursting; Lazy Lizzies, Whistling Willies and a' the rest o' the devil's messengers. Now the rain came on. Sheets and sheets o' it—rain that looked as if it never would stop, and made one wonder where it all came from. Even the trenches were flooded. That night passed and at dawn the Germans were scattered and new positions were taken. But still it rained."

Harry at this stage quietly chuckled, puffed away at his pipe, and went on. "Several hours later the boys were relieved, and tramped miles back to their rest camp—amid mud to the knees all the road, and with the water streaming down their necks and squelching in their boots. It was evening before they arrived at the place where warm tea, warm clothing, and a good dry bed awaited them, but, man, even before a helmet was doffed one o' the Jocks made for the company gramophones. He slipped on a record, wound up the machine, and started it agoin. And the discomforts of the past thirty-six hours were sent into oblivion when the machine calmly churned out, 'When you come to the end of a Perfect Day.'"



Suggestion for the arrangement of a phonograph window. Note the room idea and general arrangement.

SUMMER PHONOGRAPH TRADE

Some dealers have an idea that the winter is the big selling season for phonographs as people spend so much time indoors. The experiences of firms which have made a big feature of talking machines show that a big trade is also possible during the summer season. There is an increasing demand for phonographs for summer resorts, camps and summer dancing. This should be kept in mind in pushing for trade now. Impress on customers that they might as well get their machine right away, however ,and so get full benefit from it.

The Proposed Embargo on Musical Instruments

The embargo that the Dominion Government proposes to place on musical instruments of all kinds is not altogether unexpected by any means, the talking machine and piano trades having received previous intimation as to this course of action being probable.

The effect that the embargo will have on the talking machine trade varies, those manufacturers of machines whose products are made in Canada not being affected, but on the other hand benefited by somewhat lessened competition from American firms dealing in Canada who may not see their way clear to open manufacturing plants in Canada. There are a few talking machine firms of U. S. parentage with quite a substantial trade in the Dominion, who up to the present have not had manufacturing plants in Canada, but who will now be forced into making arrangements for the manufacture of their products in this country.

The question as to whether talking machine records are likely to be placed on the embargo list is not quite so clear. If the import of records is prohibited, it will be quite a serious matter for the majority of talking machine firms, as most of them bring their records in from the United States, although there are some manufactured in Canada.

The embargo which will cover a variety of lines is being imposed in order to correct the balance of trade which has existed between Canada and the United States. The adverse balance against Canada has operated seriously upon exchange, which has been running to almost two per cent. on New York. The working out of the details of the embargo has been turned over to the Canadian War Board.

CALENDAR ADVERTISING

If you want to do calendar advertising, do it when you will get results. Most calendars are distributed for the first of January. As a result, nearly every home and place of business has a surplus of calendars at that time of the year, and in six months there may be a shortage, and those at hand will be soiled and torn. Distribute your calendar in the middle of the year some time, when a fresh calendar will look good to people. Do not send it out with January the top leaf, but have it made with the current month, the month of distribution at the top ready for use. Thus you avoid having your calendars torn up and the pads used for fancy work while the pictures are made into Christmas gifts. In order to make the calendar an obvious advertisement for the store, have your name imprinted on the picture where it cannot be removed without spoiling the picture. One good way is to use a halftone of your store for the picture, thus giving the whole a personal touch. Distribute the calendars right in the homes and offices where you want them used, and don't leave them if they are not wanted.—Chicago Furniture Journal.

No business man would think of opening his cash box and handing out dollar bills to every Tom, Dick and Harry who came into his store and asked for the loan of them. He would lend them only to those in whose integrity he had, from experience, learned to have confidence. But with merchandise the practice of altogether too many is quite to the contrary. And yet merchandise is representative of money just as much as is the bill which bears the stamp of authority of some bank or of the Government.



The Walker Talker

The Walker plays any make of disc record, reproducing true the tone and shading of the artist.

Being equipped with the Brooks' Automatic Repeater, it plays or repeats a record any number of times and then stops at your will.

Be *the* one merchant in your town to handle the *highest* grade talking machine—

THE WALKER TALKER

The Walker surpasses all competition. It is made in designs which attract attention of the most particular people.

WRITE US FOR AGENCY PROPOSITION

The Walker Bin and Store Fixture Company

LIMITED

KITCHENER - ONTARIO

TIMELINESS A BIG FACTOR IN PUBLICITY

Timeliness is a most important factor in the display and sale of any product, and particularly so of talking machines and records, for in that line there are almost endless opportunities for featuring records to fit in with any public or semi-public occasion.

The various talking machine companies in their own advertising and in the suggestions offered to dealers keep pretty close track of the national holidays, such as Thanksgiving, Christmas, Victoria Day, Dominion Day, etc., and it is therefore easy for the dealer to adapt that publicity to his local needs. The live retailer, however, will find that there are many chances for active exploitation of certain records limited to his own locality.

Come in and hear the New Records

To-day is the time to add some attractive selections to your record library. This is the beginning of the great music season. Blank records this year are supreme. There is everything for everybody—light opera gems, catchy popular songs, wonderful records and dance music.

We give instant and proper service. You secure absolutely new records here. We do not sell records used for demonstrating.

Come to the House of McLean for your records.

J. J. H. McLEAN.

Suggestive ad. featuring records.

As the various military units march off to camp the occasion is frequently made a semi-holiday, and some appropriate cards and records in the dealer's window should not only prove pleasing to the departing soldiers and their friends, but should call their attention to popular patriotic records that are most timely. Then there are local concerts and entertainments, harvest festivals, and a hundred and one affairs that can be adapted to his own purposes by the dealer; although there are no special records that exactly fit the occasion, there is always a window that can be arranged in a manner to attract by reason of its very timeliness.

Cash in on Current Events

In his circular matter, too, the retailer will find that it will pay to include some apt comments on current and coming local events and to emphasize the fact that the talking machine and records should occupy a decidedly welcome place at that particular time.

It is all a case of getting out of the rut, by doing things a little differently, and bringing selling arguments to the attention of the public in connection with events in which they are already interested. A talking machine dealer may make a living, but he certainly will never make money by following the line of least resistance.

Keep Name and Product Before Public

He should keep his name and the products he handles constantly before the public in a manner that will attract and hold their attention. To work along the same lines followed by a half dozen or more other dealers may get some results, but real business will come from following out ideas of his own development. A live dealer, however, should be more or less interested in his competitors and in men in the same line in other sections for the benefit of the knowledge that he may gain through such interest. It is much easier to adapt to one locality a plan tried successfully in other sections than it is to run the risk of experimenting and failing with a brand new idea. Watching how dealers in other sections handle their publicity in connection with special events should give the average dealer a working basis on which he can improve at will.

PERSONALITY COPY THAT WINS

If you have gotten in the rut with your talking machine copy, here's an idea that may pull you out, says The Chicago Furniture Journal: Run a series of what I am going to call "personality" ads. Read the piece of copy shown here and you will get the idea. The big value of such copy is that it gets the reader's attention. And once having been read, the message sticks, and sets the woman who has read it to thinking. If she herself is a travelling man's wife, this copy touches her in a vital spot. But even if she isn't, she can sympathize with the other woman, and from doing so will come to the conclusion that a talking machine wouldn't be a bad idea to help her own lonesome hours to pass more pleasantly. Run the ad. shown here for your first, then run one along the same order supposedly written by a doctor's wife, and so on along lines that will occur to you. The copy variations can easily be put in by your advertising man. This is merely to give you the idea.

"Yes, John is away from home most of the time—"

"A traveling man's wife gets terribly lonesome sometimes. But I seldom get lonesome any more; of course, I miss my husband, but since he gave me that beautiful Goodone Phonograph on my last birthday, I always have entertainment at hand to check the blues with. Unless you have a phonograph you can't imagine what a great comfort and pleasure good phonograph music is to lonesome folks. I simply could not live without my phonograph now that I have learned to depend on it to cheer me up."

This is what a woman customer of ours told her next-door neighbor about the Goodone phonograph she bought of us. And we sold the neighbor a machine the following week.

Do YOU ever get lonesome? If so, may we show you the Goodone?

THE FINE FURNITURE CO.
Anywhere. Any Street No.

MAKE USE OF MAKER'S ADVERTISING

A good many retailers handling phonographs do not make use of the advertising of manufacturers whose goods they handle, in the way they should. Connect your store up with their advertising by the use of such ads. on show cards or pasted on the window.



Pathé

The Quality Phonograph

Recording for Pathe and most of them *exclusively*.

Muratore, Muzio, Didur, Thibaud, Ganz, Grace Hoffman, Rimini, Ober, Cavalieri, Bispham, Slezak, Urlus, Weil, Fitziu, Sammarco, Ruffo, De Cisneros, Journet, Chenal, Maguenat and others.



THE retail sale is the final objective point.

And the ultimate user of a phonograph is inclined to buy the machine where he need not change the needle, and one playing all makes of records.

These are only two Pathe advantages.

Write—we'll give you the others.

Pathe Freres Phonograph Co. of Canada, Ltd.

Factories and Head Office:
4-6-8 Clifford Street, TORONTO, Canada.

DISTRIBUTORS:

Ontario—
Pathe Freres Phonograph Co. of Canada, Ltd., Toronto.

Quebec—
Pathe Freres Phonograph Co. of Canada, Ltd., Birks Bldg., Montreal.
C. W. Lindsay, Ltd., Montreal.

Manitoba, Saskatchewan, Alberta and British Columbia—
R. J. Whitla & Co., Limited, Winnipeg, Man.

New Brunswick, Nova Scotia and Prince Edward Island—
H. L. Hewson & Son, Limited, Amherst, N.S.

Reaching Country Customer by Means of Auto

Some suggestions in regard to reaching prospects for talking machines in the country through the agency of the automobile. An article from Talking Machine World.

INCREASING the number of sales for talking machines to the country customers by the dealer can be made possible with a little extra effort on the part of the salesman, provided there is a special appeal advanced. Advertising will be a help, of course, and it will act as an incentive to bring some prospects to your store, but there are others who can not be induced to visit your store. There are various reasons for this lack of interest and to arouse a keener desire on the part of such possible customers to become buyers demands a personal visit.

This method of co-operation partakes of the personal equation that has so much to its credit and that arouses that larger interest that must be a part of the many sales transactions in the store. Your personal visit to the homes arouses that increased desire to become a customer, and you will be amply repaid for the time and expense that is thus involved. Not only that, but it will act as a means of publicity that will do much to make additional sales for you in localities that are not so easily reached by the ordinary routes.

How One Salesman Works

To cite an instance of this kind that has been very productive of results, and that has proven the wisdom of the method we have in mind, we will refer to a salesman who has been making out-of-town trips for a house in a large city. His method has been to begin early in the week, using a Ford motor car. He loads a number of machines on the car and then, with a route list planned out that will cover about a week's trip, goes in quest of the customers. He does not specify any particular time as to the length of the trip, though he makes it average about a week. He visits the country trade, leaves a machine on trial where there is a possible sale, makes his talks and by a clever sales impression many times makes the sale.

You see he has the prospect at an advantage. He can easily offer to place a machine in the home and with the use of a few well-selected records, and the simple heart-to-heart talk, make the customer keen for a desire to have a machine in his home. There is a difference in having the machine in the home. It has an effect that is not always possible with a visit to the store. There one is often interrupted, even though the salesroom is a neat and compact little apartment that has been made so attractive for the demonstration of the machine. There is likely to be a desire to hold off. It is so easy to visit other stores and to look about before deciding.

Once the customer leaves your store you have lost an opportunity that is not at all certain to be met with again. The other man has his particular talking points and his particular arguments to advance that might—well, anyhow, you know that the sales are lost in this way that might be had where the conditions were different. It is like getting the name on the dotted line. It is far better to have this than to have the prospect say, "I like this machine, but I'm not quite sure about when I will buy it." Or, "Yes, the machine seems to be all right. I think I'll buy this one, but not to-day. I'll be back in a day or so." For various reasons they never manage to get back.

Advantage of Getting the Machine Into Home

But the machine that has been placed in the home is different. There it is and there is can remain for your prospective customer to try out so that if there are any complaints and anything about the machine or its operation they can be made clear without the least misunderstanding. The live salesman can even go further, he can place the machine in a proper place in the home so that the best possible results will be the outcome. You know that the machine does not always give satisfaction after it has been placed in the home and the reason at times is due to the fact that it has not been located in the section of the room that will show it off to the best advantage.

Then there are complaints made and the machine gets the blame for the trouble. This can be obviated by the intelligent salesman who explains this, and to avoid this possibility gives the setting of the machine his personal attention. This interest on his part pleases the customer and the effects are sure to increase the desire to have one.

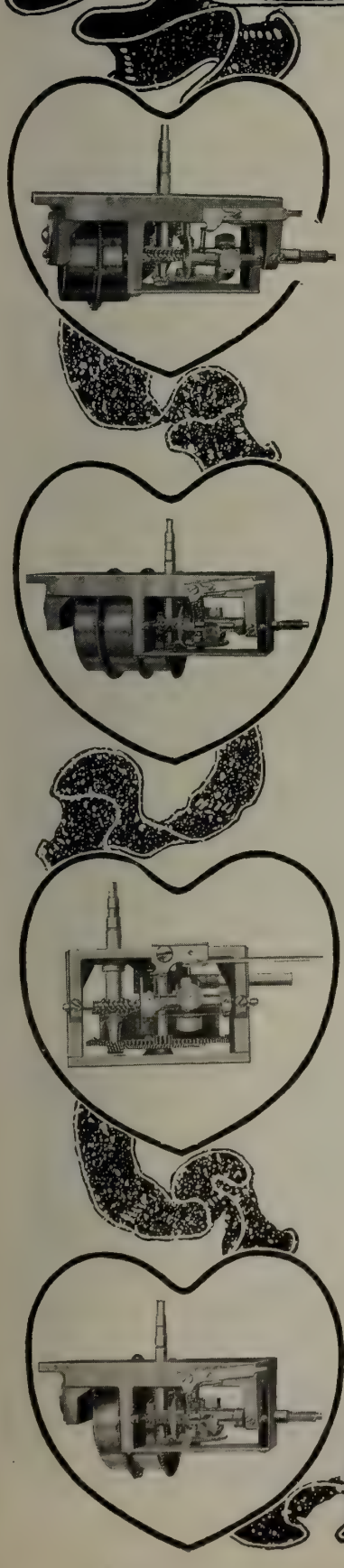
Well, here it is right in the home. He plays a careful selection of records, these varying according to the tastes of the customer, and informing them that it is so easy to get other records when they are desired. The difficulty for the customer to refuse to buy under these conditions is much increased. The competitors' machines are not there. There are no outside interruptions. It makes it possible for every member of the family to hear it play. It might be that some of the neighbors come to hear it, and other sales are thus made possible. What a world of opportunities for the salesman with a motor car.

You can go after your trade with an appeal that reaches quickly. There are not any annoying delays. Customers can tell you of others whom they feel might be interested. You can sell more machines in this way and with less expense than some of the dealers feel is possible. Then your record sales are increased, for your store has become associated with the particular line of machines and the customers can turn to you when in need of any records, or when they desire to make other purchases. Go after the country trade and take the machine into the homes and thereby make your sales count for something that is worth while.

"MAKE YOUR HOME HOMELIKE"

The above is the slogan of the Matthews' Furniture Store, Port Arthur. They say in an advertisement. "A house well-furnished means a home well-balanced—where unity and amity dwell. To those who dwell in it, a badly furnished home means unrest and disquiet."

The Heart of a Phonograph is its Motor



PHONOGRAPH building must rest upon the secure foundation of a perfectly-designed and correctly-built motor. Unless you get the best possible motor you are bringing trouble on yourself, your dealer, and causing dissatisfaction to the user.

MM DAYTON MOTOR

has won wonderful and enduring popularity and is considered by manufacturers and users as being **the best motor in the world.**

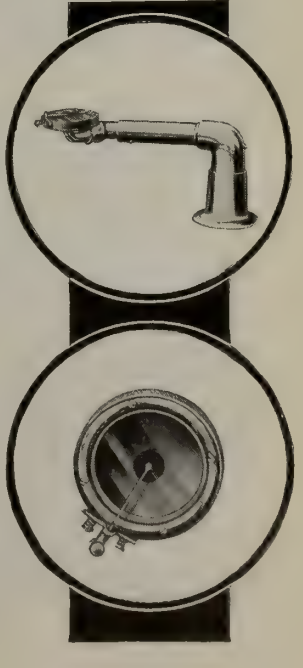
Dayton Motors are made in four styles and sizes. They are noiseless, easy winding and durable.

Dayton Tone Arms are universal, playing any disc records. Five styles.

Dayton Reproducers are scientifically correct and thoroughly practical. Two styles.

Build satisfaction into your products by using the quality line—

Dayton Motors
Dayton Tone Arms
Dayton Reproducers. They will bring you more business and satisfy the most exacting customers.



Sold all over the world and used in the highest class Talking Machines

WRITE FOR PARTICULARS

The Thomas Mfg. Co.

328 Bolt St., Dayton, Ohio, U.S.A.

Toronto Office: 911 Kent Building

PRESIDENT OF CANADIAN SYMPHONOLA COMPANY HAS HAD EXTENSIVE EXPERIENCE

The president of the Canadian Symphonola Talking Machine Co. Ltd., whose plant is located on Brock Ave., Toronto, is Mr. William Long, who has had extensive experience in the piano business. Prior to going into the manufacture of talking machines, Mr. Long spent a good deal of time and money studying the intricacies of the talking machine, in order to perfect a sound-chamber and get the correct proportions for his machines before starting to manufacture them. Before entering the selling end of the piano business Mr. Long had a number of years of practical experience in the piano business, so that he is well qualified to direct both the manufacturing and selling activities of the Canadian Symphonola Company.

SALE OF RECORDS TO FOREIGNERS

A good many dealers do not appreciate the possibilities for the sale of records to the foreign population. Those who do not should read the following comment by the music editor of the Edmonton Journal:

"It astonishes one who has not had occasion to know to learn to what extent our foreign population are purchasers of talking machine records. Many of them delight in the opera records. Their children soak up the musical training the public schools give like a large sponge in a dribble of water. If the greatness of Canada's future lies to a very substantial extent in the new citizenship molded from a fusion of temperaments, then to the rank and file of our foreigners will much credit be due for the introduction of more music among the masses."

STRONG ORGANIZATION BEHIND MUSICAL MERCHANDISE SALES CO.

W. B. Puckett, vice-president and general manager of the Williams Piano Co. Ltd., and F. A. Trestrial, advertising manager of the same company, are now with the Musical Merchandise Sales Co., distributers of Brunswick phonographs in Canada. John E. White, salesmanager of the Williams Piano Co., is also joining the Brunswick organization.

Mr. Puckett went with the Williams Co. eight years ago in the capacity of bookkeeper and rose to the position of general manager. Mr. Trestrail came from New York in 1915 to take charge of the advertising department. In October last he became identified with the distribution of Brunswick phonographs. Mr. White was formerly with Hurteau, Williams & Co.

The Toronto offices of the Musical Merchandise Sales Co., are at the corner of Adelaide and Toronto Sts. They intend opening branches in Winnipeg and Montreal.

A CANADIAN TALKING MACHINE PLANT.

Views of the manufacturing departments of the Canadian Symphonola Company, Limited, Toronto.



Finishing department.



Machine room.



Assembling department.



Cabinet room.

Talking Machine Perfection

THE ACHIEVEMENT AND PROGRESS IN PHONOGRAPH MAKING IN RECENT YEARS ARE EMPHASIZED IN THE LATEST DESIGNS OF

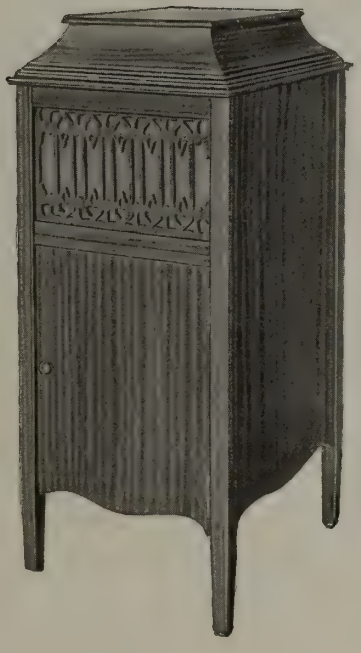
The "Symphonola"

CANADA'S NATIONAL TALKING MACHINE

This high-grade talking machine is offered to the trade with an iron-clad guarantee from Canada's largest manufacturers of phonographs (exclusively).

The styles are sufficiently varied in design to provide for a wide range in individual taste.

FIVE STYLES, FINISHED IN EITHER OAK OR MAHOGANY.



The determination of the Canadian Symphonola Co. has been to manufacture talking machines that, by their charm of both design and tone-quality, will appeal to those who realize the necessity of handling nothing but high-class machines.

SELLING RETAIL AT FROM $60.00 TO $225.00. TERMS ON ENQUIRY.

SATISFACTION

Much of the joy of life comes from the knowledge of having accomplished something—having done something and done it well. This is the joy that our dealers feel, when they deliver to a customer any machine we manufacture.

Without any obligation whatever on your part, we will deliver one of our Symphonolas for your inspection, and if it is not superior to any machine on your floor, considering price, it may be returned at our expense.

MADE IN CANADA BY

The Canadian Symphonola Company, Limited

31-37 Brock Avenue - Toronto, Canada

Don't Laugh at the Mistakes of Customers

It does not pay to make fun of the mistakes of customers—Laugh with them but not at them.

IT is not difficult for the average talking machine salesman to recount the humorous instances that occur in the course of his experience in the store, of the people who have come in without any knowledge of what they wanted or with the wrong name for the desired record, and people who have been confused as to artists and makes of machines, and brought their troubles to the salesman. These instances for the most part are really funny, but the time to laugh at them is when the customer has left the store, and when there are no outsiders to hear.

Many Customers Not Versed in Musical Names

We all know the story of the brawny Irishman who entered a talking machine store and demanded a record by "Al. McGluck." The incident is related as a story, but the average salesman has to meet demands equally as ridiculous every day in the week. Every customer is not well versed in the names of musical compositions, nor can everyone pronounce correctly the names of foreign artists. In fact, there are many salesmen, supposed to be authorities, who have weird methods of pronouncing some of the artists' names.

When a customer enters the store and asks, as did the colored woman, for the record "Human Rest," it is up to the saleman to inquire casually if the record wanted is not "Humoresque," and to act as though the customer had simply made a slip of the tongue. No matter how peculiar may sound some of the demands of customers, to the salesman who knows his line of records there is always a possibility of associating the customer's demand with some record in stock. The words may be different, but there is a phonetic similarity that cannot be mistaken. To grasp that similarity upon the instant and to save the customer embarrassment by bringing the desired record forward without delay is one of the traits of the salesman who knows his business.

Don't Smile at Customer's Mistakes

We have seen incidents where the salesman has smiled in a superior way at the demand of a customer, and taken long enough to explain to that customer just where he, or she, was in error in pronouncing the name or indicating the desired selection. We have seen these customers flush with embarrassment, or more frequently with anger, and hurry out of the store before completing a purchase. Even when the customers did stay after being corrected, they acted as though their feelings were hurt and only bought the one record asked for to prevent the further embarrassment of having the salesman sneer as they went out empty handed. We have seen occasions where salesmen have smiled and actually laughed at the mistakes of a customer. It doesn't require statistics to prove that the customer once laughed at is a customer lost.

Necessary to Educate

One of the great problems of the talking machine has been to bring into the lives of the musically uneducated the greatest works of the masters. The man or woman who formerly depended for his music upon the vaudeville theatre or even the hand organ can now play at home and by means of the talking machine the great arias and symphonies that under ordinary conditions would be as foreign to him as Chinese. It is but natural that the average mortal cannot delve into this new musical world without making some mistakes, and every mistake thus recorded in the talking machine store may be accepted as proof positive that another convert has been won over to the cause of good music.

Get Goodwill of Customer

The man or woman who comes in and pronounces the name of some foreign composition or some foreign artist casually and without hesitation generally has much experience with the higher types of music, but the person who comes in and stumbles is exploring a new realm, and the salesman who is looking towards the future of the business should make a special effort to make that exploration pleasant and to remove the stumbling blocks of almost unpronounceable names with courtesy and tact. Then the customer leaves the store with the feeling that he has been well treated and will come again, rather than with the feeling that he has been laughed at and that his trade is not wanted.

Moreover, if after the exit of the customer making the humorous mistakes the salesman sees fit to laugh by himself, or in company with his fellows, that fact is noticed by other customers who happen to be present, and we may be sure, if any among them is not quite sure of his ground, he is going to think awhile about coming into that store again, unless for a record that is perfectly familiar to him. Of course if the salesman's sense of humor is strong enough to overcome his sense of business and he can only control himself sufficiently to let the customer get out of the store, why, there is generally a stockroom in the basement or in the rear of the talking machine store to which he can repair and roll on the floor in glee for a few moments to relieve his feelings.

When he is selling records the salesman is not paying for and should not expect free entertainment. The customer comes into the store not in the role of a comedian but in the role of a purchaser and should be treated as such. The adage, "Laugh and grow fat," is all right under certain circumstances, but the salesman who laughs at customers' mistakes is going to grow thin through lack of nourishment and the wherewithal to purchase same.

WOULDN'T WORK TWICE

In a Canadian camp somewhere in England a second George Washington has been found. He, in company with several others, had been granted four days' leave, and, as usual, wired for extension. But no hackneyed excuse was his. In fact, it was so original that it has been framed and now hangs in a prominent spot in the battalion orderly-room. It ran as follows:

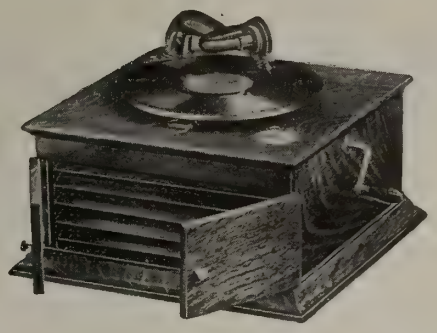
"Nobody dead, nobody ill; still going strong, having a good time, and got plenty of money. Please grant extension."

And he got it!



Model "B" $45

A Dependable Phonograph



Model "C" $32.50

THE PHONOLA

The growing demand for talking machines does not make you any money if you haven't a dependable make to offer, at the right price, with a generous dealer's discount.

"Phonolas" should be your first choice. As musical instruments of the highest class they are well-made to the minutest detail—finished from bottom to top, inside and out, so as to appeal to the most exacting buyers.



Model "Princess" $135

Fine tone and absence of needle scratch are synonymous with the name, "Phonola." It has a Canada-wide reputation for up-to-date-ness and progress.

"Phonolas Please"
"Phonolas Satisfy"
"Phonolas Pay"

THE POLLOCK Mfg. Company
LIMITED

Manufacturers of the
"PHONONA"

KITCHENER ONTARIO



Model "Prince" $175

Prompt Service

Fair Prices



TRADE MARK

"Quality" Line

"Evel" Stands for "Quality"

first, last, and all the time. Whether the casket is our finest mahogany or a cheap broadcloth—it is made with honest material, the design is artistically correct, it is carefully inspected, and it is stamped with the indefinable touch of quality. If you are looking for real quality goods get in touch with the "Evel" line.

Polished Caskets in Oak, Mahogany, Walnut, Gum, and Birch. Cloth and Plush-covered Caskets. Ladies' and Gents' Suits in latest fashions. Pillow Sets and Linings in exclusive designs. Westfield Plate Hardware.

The Evel Casket Company, Ltd.

Hamilton Ontario

Has no affiliation with any other firm in the Trade

Undertakers' Department

Problems affecting the Undertaking Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

New Winnipeg Funeral Home One of Finest in the West

A. B. Gardiner & Co., funeral directors, move into new premises, which has been beautified and modernized to the highest degree.

By CURTIS A. SMITH

WE are, most of us, in the habit of passing very quickly over thoughts of funerals and "undertakers." They are not subjects for cheerful contemplation, it must be admitted. And yet, there has been a change—progressive men, keeping pace with modern advancement in all other lines of human endeavor, are revolutionizing this business. They are lifting it up out of the gloom and sordidness begotten of old fashioned and crude methods, and in so doing are rendering an inestimable service to mankind.

Among the very foremost of Canadian men who are striving to attain the ideal in this business is a Winnipeg man. He is A. B. Gardiner, sole proprietor of the firm of A. B. Gardiner & Co., funeral directors.

It was not with any very apparent enthusiasm that I set forth to inspect the A. B. Gardiner & Co.'s new funeral home at 172 Kennedy St., which Mr. Gardiner has recently purchased and fitted up. I did not anticipate a pleasant time, but an agreeable surprise awaited me. I enjoyed every one of the sixty minutes I spent looking through this beautiful establishment and chatting with its very congenial owner, who, by the way, is not an "undertaker" at all—he can't be. He isn't the least bit gloomy and long-faced. And that is just the difference perhaps between an "undertaker" and a funeral director. Modern methods have so changed the business that the name had also to be changed.

Finest in the West

I trust the reader will pardon me if I shall appear to employ adjectives rather extravagantly in my description. It is necessary. This new funeral home of the A. B. Gardiner Company, than which there is none superior in Western Canada, is simply beautiful, and merits a generous use of adjectives.



Exterior of A. B. Gardiner & Co.'s new funeral home at 172 Kennedy Street, Winnipeg.

Mr. Gardiner's dominant idea in fitting and equipping his new place of business was to make it homelike and to keep removed from it every trace of commercialism and suggestiveness of the business which it represents. He has succeeded.

No. 172 Kennedy St., is a fine old mansion of brick and stone, large and roomy, and given just the right air of distinction and dignity by an imposing tower over the front of the building. The street itself in this section is beautiful—thickly bordered with elms—and although of easy access to the main business thoroughfares is just sufficiently removed to give it peace and quietude. The privacy which is desirable in an establishment of this nature is thus afforded.

The Elegant Interior

Mr. Gardiner has spared no expense to make the interior of his new place all that could be desired by the most particular people. The entrance is impressive and admits one to a long spacious hall. On the right is the office, correct in its appointments in every detail. Immediately back of the office is the reception room. Here the home idea is carried out with good effect. The room is beautifullly furnished, yet restful and inviting, with a cheering fireplace.

Across the hall and running the full length of the south side of the building is the service parlor. This is the principal part of the establishment and is the part which will make the A. B. Gardiner Co. more famous in its line throughout the West. The building has been remodelled to make this room just what was wanted. It is not only correct in every detail, but is, one might say, lavishly furnished, yet so tastefully and harmoniously that its lavishness does not obtrude. Deep Khorassan rugs of the Oriental pattern not only beautify, but assist

greatly in maintaining the desired quiet. The draperies are a rich mulberry velvet, trimmed in old gold. The walls are decorated with a most wonderful green heavy silk cloth wall covering. The effect is most pleasing. The wood work is mahogany and the furniture is all Jacobean oak of the most expensive and elegant pattern. Finally, a soft indirect lighting system gives just the right touch to it all. On the whole, the room is most tastefully and richly appointed, and is doubtless surpassed by few, either in the States or Canada. At the front of this service parlor is a semi-private room for the casket and the family of the deceased. This room is connected with the main parlor with double doors, but has a private access to the hallway. Here also is the organ for the musical service. The casket is placed beneath a beautiful canopy of white silk, or white trimmed with purple, as desired, and at either end stand high electric candelabras of wood to match the other furnishings. The home-like effect has been kept uppermost and the whole place radiates peace and beauty.

The Modern Way

And this all leads back to a previous statement I made to the effect that the manner of conducting funerals has undergone great changes. Modern methods have removed much of the agony and havoc to nerves at this sad ordeal. The chief aim of the modern and, up-to-date funeral director is to do that very thing. In their sorrow and bereavement the family and relatives are never in a condition to bear up under the worry and nerve strain occasioned by the responsibility of seeing that everything is looked after properly. The modern funeral director takes every responsibility and really is a real physician in the soothing and quiet manner in which he carries out his work. He is willing and capable to take care of every detail—securing the services of the minister, the musicians, care and arrangement of floral tributes, providing conveyances for the family and friends, seeing that cards of sympathy for the family are properly delivered, and numerous other necessary details.

Mr. Gardiner says that there has been a great change in the vogue of holding funerals of recent years—that 90 per cent. of all funeral services are now conducted from the funeral director's establishment if he be properly equipped for that purpose. It has been found that this also relieves much of the mental agony attendant upon such occasions. By removing the body of the deceased from the home and by conducting the service smoothly and beautifully as can be done in a properly equipped place, the feelings are soothed and relieved to a very noticeable extent.

A word more about this modern establishment. I went down into his display rooms, where are kept all the necessary funeral supplies. Here he has a very extensive stock of caskets—beautiful caskets of mahogany and oak, or finished in silks, plushes and the pretty French grey velours, all richly lined with white silk and trimmed with antique silver.



A. B. Gardiner
Proprietor of the Gardiner funeral home and business.

Further back on this floor is the mortuary, modern and sanitary in equipment, and where only expert help is employed.

At the rear of the building a large garage is in course of construction, which will be modern in every respect.

The firm has just recently moved into its new establishment from the firm's old stand at 531 Main St., where the business has been conducted for 28 years, being one of the oldest in the city. The business was established by Mr. Gardiner's father, the late George Gardiner, in 1889. For a number of years Wm. Conolly was associated with the elder Mr. Gardiner in the business. Mr. A. B. Gardiner became active in the concern in 1900 and was a partner with his father for eleven years. In 1912 his father died and since that time he has been the sole proprietor of the institution.



Reception room in the new Gardiner funeral home.

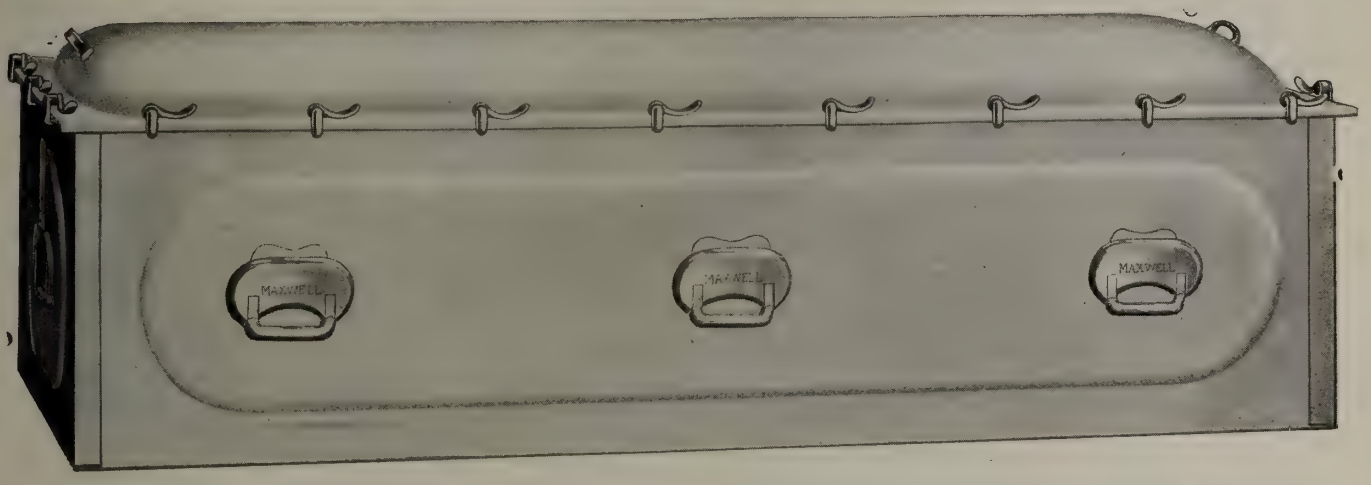


The large service parlors where funeral services are held.

Mr. Gardiner recently travelled through the Western States and especially along the Pacific Coast, where he made a study of all new ideas and methods in his line, for it is on the Pacific Coast that the most modern establishments of this kind on the continent are located.

Mr. Gardiner has become widely known throughout Western Canada as a modern funeral director through

Maxwell Sanitary Steel Vaults



Our Customers are Assured of Superlative Quality and Prompt Delivery.

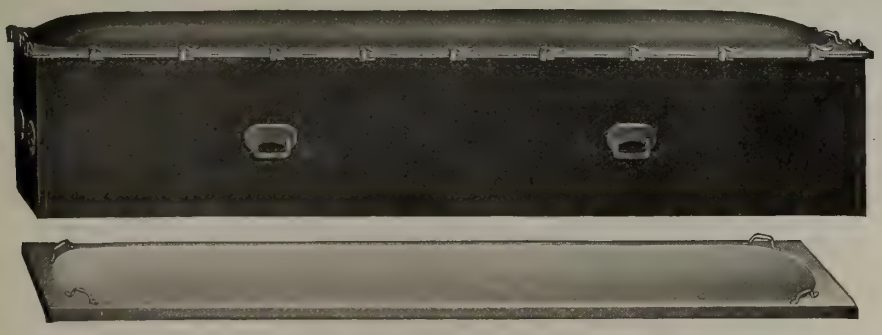
Maxwell Vaults are Abundantly Strong for All Burial Purposes, Yet Light and Easy to Handle.

Superiority Unquestioned Design and Construction Unequaled

Carried in Stock by All Leading Jobbers

Ask for Revised Price List

Maxwell Ambulance Transfer Case



For the Handling, Removal and Transportation of Bodies. An Indispensable Adjunct to the Modern and Progressive Undertaker.

Recent Changes in Design and Construction have Greatly Improved the Appearance and Practical Utility of this Case, and Reduced its Weight, Making it much more Convenient to Handle.

Removable Interior Tray Retains All Leakage and Discharge, and Greatly Facilitates the Handling of Bodies. Handles conveniently placed to enable two persons to remove without difficulty.

Inside Dimensions: 75 in. long, 20 in. wide, 15 in. deep.

Prices: With Tray $30.00; Without Tray $28.00; Tray Alone $5.00

Sold by the Leading Canadian Jobbers.

Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

his connection as secretary of the Western Canada Funeral Association for many years.

One would naturally be led to believe that service from such a concern would come high. Such, however, is not the case. The company is prepared to give an expensive and stately service to those who



Part of the Gardiner motor equipment. There is also horse equipment.

want nothing but the ultra, but it is also prepared to compete in the most moderate priced service.

The use of this luxuriously furnished and quiet, dignified home—for it is a home—is given gratis to every funeral conducted from the establishment, so that the poorest may have the satisfaction and com-



Mr. Gardiner's private office in his new funeral home.

fort of giving their loved ones whom death has claimed a fitting and respectful service amid surroundings of beauty and peace.

MARKING CANADIAN SOLDIERS' GRAVES

The Imperial War Graves Commission has been informed that the Canadian authorities have decided on one pattern headstone for all Canadian graves, with the option of a special crest or motto for each battalion on service. The design has not yet been settled.

UNDERTAKERS OWN CEMETERY

A story comes from Baker, Oregon, where an undertaking firm acquired the local cemeteries and then refused to sell lots to persons employing their competitors in the undertaking business. The courts have sustained the right of Welch & Co. to sell or refuse to sell what is their private property. The only remedy would seem to be for each undertaker to start a separate cemetery for himself unless the community should wake up to the importance of owning and controlling what ought really to be public utilities.

Don't worry—to-day is the to-morrow you worried about yesterday.

After the Shades are Drawn

"Well, Mirandy," said Mrs. Bosbyshell to her cook. "I hear it rumored that you are going to be married again, this time to Joe."

"No'm, I ain't gwine git mahried again, Miss Lucy," replied Mirandy. "I'm very fond o' Joe, but I ain't gwine mahry him."

"What's the trouble?" asked Mrs. Bosbyshell.

"Aain't no trouble, Miss Lucy," said Mirandy, "but yo' see I done been mahried three times already, an' to tell you de truff I'm gittin' mighty tiahed payin' out good money to dem undahtakahs."

FOR THE NEW EMBALMERS

A Scottish country woman was taking her son to the school for the first time, and, after impressing the schoolmaster with the necessity of the boy having a thoroughly good education, she finished up by saying:

"Be sure he learns Latin."

"But, my dear lady, said the schoolmaster, "Latin is a dead language."

"So much the better," replied the woman. "Ye ken, he's going to be an undertaker."

ONE ON THE CORPORAL

Corp. Jones of the 208th Irish Canadians, a furniture traveller before enlisting, sends this yarn from England: A corporal, while instructing a squad of recruits, to relieve the monotony of drill, related some historical facts about England, stating that William the Conqueror landed on the Island in 1065 A.D. One of the recruits asked the corporal what A.D. meant, and he, scratching his head, said he guessed it meant "after dark."

MAKING IT FIT

Did you hear about the defacement of Mr. Skinner's tombstone?" asked Mr. Brown a few days after the funeral of that eminent captain of industry.

"No, what was it?" inquired his neighbor curiously.

"Some one added the word 'friends' to the epitaph."

"What was the epitaph?"

"'He did his best.'"—London Opinion.

The funeral directors of Altoona, Pa., have decided to make a charge for chairs loaned or rented at funerals. Up to now this service has been a bill of expense to them.

THAT the embalmer must develop from within is a truism no one may question. The goal toward which the course of the embalmer is set must be that goal which is fixed for him by society. If he does not develop from within he will not be ready to respond when the call comes. To merely bury the dead is not the embalmer's vocation of the future. Society is now knocking at our door and demanding that we open it and let in the light so that we may better prepare ourselves to do our part in helping to solve some of the larger problems of the day. If we fail to respond to the demands of society we shall lose our right to exist as a profession.—Prof. Dhonau.



How Organization Improves Service

In a paragraph in "Trade Association Fundamentals," Austin Bread tells the story of how the organizations sometimes termed "trusts" proved successful when in the hands of practical men.

"In the operation of these trusts," he writes, "plants that had been permitted to fall behind in equipment and modern methods were improved. The BEST METHODS that the entire line of business had been learning were applied to ALL the business. STANDARDIZATION was worked out; some of the factories were enlarged and all that continued to operate were IMPROVED.

"The result was that the trusts were soon able to give the public BETTER SERVICE."

This paragraph tells the story of Dominion Manufacturers Limited. Since the grouping of the outstanding casket factories in one organization, the plants have been improved and methods made more efficient because the best practice in each was made available for all; standardization and cost accounting have reduced production costs; purchasing power has been augmented by greater capital and improved by broadened experience; selling has been co-related and co-operative instead of competitive—all of which has resulted in the ultimate development of service to the undertakers of Canada.

Dominion Manufacturers Limited

Head Office: 109 Niagara Street, Toronto, Canada.

DOMINION SERVICE



No. 545 K.P.

THE DESIGN IS MADE THREE WAYS:

No. 545, Selected quarter cut oak, three panel top
" 546, Solid mahogany, three panel top
" 547, Birch mahogany, three panel top

QUALITY, STYLE and FINISH GUARANTEED

Dominion Manufacturers, Limited

Head Office: 109 Niagara Street, Toronto, Canada.

Ethical Publicity for the Funeral Director

By HOWARD S. ECKELS, Ph.G.
Dean of Eckels' College of Embalming, Philadelphia, Pa.

Written for Canadian Furniture World and The Undertaker.

WHAT are ethics? Webster's dictionary thus defines the word, "A system of moral principles; a system of rules for regulating the actions and manners of men."

And what is publicity? Again let us turn to our Webster where we find it defined as "the state of being public or open to the knowledge of a community."

Have we anything to conceal? Have we anything which we can not afford to lay open to the inspection of the public? That is the real test to which we must put ourselves.

Publicity is good or bad according to its effect upon the public at large. Good publicity, ethical publicity, is that which is confidence-producing. The undertaker who advertises merely for business, fails of his purpose. The man who seeks publicity because it will inspire better business is on the right track. He not only benefits himself but he benefits the profession and sets an example for those who have not analyzed the situation as deeply as he himself has. To make myself more clear on this point, the thought which should invade every form of publicity for us is neither with the idea that it shall take funerals from your competitor nor to encourage a higher death rate, but instead of that, to educate the public to appreciate the services of yourself as a professional man.

This is the only efficient means of educating the public to appreciate the difference in the service offered by the professional and that given by the advertising cut-rater, who too often misrepresents and misleads the public into thinking that you are formed in a trust, secretly manipulating so that higher prices are charged by you than they advertise. By advertising it is possible to increase the demand for almost every article. Advertising will induce a man to discard a 1915 automobile and pay a heavy premium for one which bears the 1917 stamp. It can increase the sales of any food product, clothing, shoes—indeed, of almost every commodity purchased by the public. A casket, however, is the one exception to this almost universal rule. We cannot increase the number of caskets sold; we cannot increase the number of funerals by advertising. We can, however, train the public mind to realize the scientific advancement of the profession and the constantly increasing value of our service. We can thus prepare them to appreciate this better service. We are thus inspired to render better service by the fact that we have made the public ready to pay the cost which such service requires and deserves.

The man who merely advertises for more funerals injures his competitors and therefore injures the profession. The man who informs the public in order that it may demand a higher type of service and be willing to pay for it benefits not only himself but his professional brothers. I am not sure but that the subject of this talk should be educational publicity rather than ethical publicity, because the character of publicity which I have advocated and am advocating is the spreading of information beneficial alike to the undertaker using it and to the profession at large.

Our service includes something more than merely trying to induce the public to buy a higher price casket. It is teaching them regarding our sanitary methods and we thereby are teaching them also to observe those sanitary precautions which conduce to better health and a greater longevity.

The sanitary service to the living is one phase of our work which we can bring out without offense to anyone. By so doing, we can excite not only the appreciation of the public for our work, but also by our example inspire them to take all needed precautions to contribute to the public health.

Unethical publicity, bad publicity, is that which is destructive in its methods, confidence-shaking in its effect and repellant to the reader. Publicity, however, must be put to still another test before we can determine whether or not it is profitable.

Does the printed word reflect the man behind it? Does the service which it pictures find an echo in the service which is given? If it does not, the printed word is worse than wasted because it invites a criticism which it is sure to receive because it is untruthful. There is no power on earth stronger than truth put into print. Conversely, nothing is more destructive than a lie spread broadcast. It is destructive to its author and doubly destructive to others in that it shakes the confidence of the public in all engaged in our profession.

Publicity, which follows the lines of education, morality and truth, is confidence-building, constructive and beneficial. I believe the time has come when this character of publicity should be more generally used by the funeral directors. I would advocate ethical publicity for the undertaker for two purposes: First, I regard it as the only effective weapon against the unethical and so-called "cut-rate advertiser;" Second, I believe that any proper methods of increasing the public's appreciation of the funeral director's work will be justified by results.

"Freedom," is a word common enough in our language; but real freedom is rare in our mental estate. With the average mind, freedom merely takes the form of a choice of precedents. We think ourselves free if left to choose from the guidance of those who have gone before us. Yet, many of these guidances have come from minds limited by a similar sort of "freedom.'

Let us unshackle our minds and discuss this problem from the viewpoint of the present rather than from the prejudices of the past. What progress we could make if we safely could cast off custom and run out our own thoughts without hampering them with the weight of time-worn theories!

Most of our stumbling and most of our inability—or is it unwillingness—to be what we are, to speak what we believe, comes from following the will-o'-the-wisps of custom rather than the light within us. For some unexplained and perhaps unexplainable reason, many of our otherwise most progressive professional men throw up their hands in holy horror the moment that publicity or advertising is mentioned. Yet every man is in himself an advertisement. The painted sign, the printed word and the equipment which he maintains but mirror himself. They simply extend the knowledge which his intimates already have of him.

(To be continued.)

A TALK ON CREDITS

An important matter to the profession, well handled by C. M. Greenman, in an address before the Oklahoma Funeral Directors' Association.

THE trenches! What a phrase nowadays, and what a picture of world activity the word suggests. The armed men of the enemy, concrete fortifications, armor plate, and wire entanglements present themselves in front of the forces, which we, ourselves, have now joined; and at their rear there are the supply trains, the ammunition wagons, automobile trucks, hospital ambulances and myriad other conveyances, indicating the enormous activity necessary for their proper sustenance. All these things arranged, the one line of forces in opposition to the other, with our Tommy Atkins, the poilu, the Italian, and the numerous colonial troops in between, our troops taking all that is bad from the enemy in front and getting all the good they can from the things behind them—nourishment for their bodies, medical aid if they be wounded, newspapers and letters from home, and spiritual advice if they run foul of mental discouragement or moral stress.

The trenches! Apply the phrase to your own business, and carry the simile into the front door of your own establishment and let's see the application. The trenches (the firing line, if you please) become your establishments and your counting rooms, manned by your assistants.

"Your friend," the enemy, in front of you (strangely enough flying the same banner as yourself) appears as the prospective customer inhabiting your territory, to be conquered by the attractiveness of your merchandise, and by the heavy fire of your services. Fortified they are by certain superstitions, chief among which at this time is the notion that you are getting all the cream off the enormous rise in prices, girded about they are with the armor of righteous indignation; and supported they are by the artillery of their own public press which is battering away at your right to earn a living with its ceaseless fire against the great High Cost of Living.

And you—the fellow in the trench—what comfort have you from behind the lines? There is your banker with your notes; your wholesaler with his bills; and way back there through these supplicating friends at the rear you can just see your own little grass plot—your own humble chimney pot, your own hospitable, kindly old front door that shelters behind it the wife and the kiddies who minister to your wants, who provide the real joys of your living, and who furnish the stimulus, mental, moral and physical, that keeps you there on that firing line from dawn till dark and dark till dawn.

The joys and the stimulus they furnish—yes! But where is the kindly government that sends the paymaster round once a month with a cheque for $13.33 and a box of tobacco from home? And where's the kindly municipality that picks you up, financially incapacitated, in its comfortable ambulance and carries you away to give you expert treatment, to massage your strained bank account, heal your broken credit, put black figures on your books where the red are too much in evidence, bind up your aching head, and wipe away the tears of chagrin and the half-thoughts of defeat that act on you?

Ah! gentlemen—the paymaster, the food train, and the hospital wagon are not there. In civil life, or business and professional life, these are private institutions, mostly on demand at a stipulated price—and you know you have to pay the fiddler yourself for his fiddling!

You are figuring ahead—wondering what the commercial shake-up is going to leave for you; and estimating when the cost of production is going to cease and when you can get down to the new level of business administration and plow up a straight furrow of profits without the carping of the public on one hand and the suggestion of higher costs from the manufacturer and wholesaler on the other.

Entirely aside from terms military, our business—yours and mine—involves certain obligations of which we must not lose sight. I take it that most of you are interested not only in the undertaking and embalming business, but in other lines of retail business of greater magnitude, to which this honorable profession is more or less closely related.

The very nature of your business makes it necessary that you conduct it along lines of a high moral and ethical nature. Demands are made upon you by families in supreme distress. The question of finances or other things material, raised by you at such a time, might make you a set of enemies whose hatred would endure for a life-time, and you are therefore placed in a most precarious position.

On the one hand you have to observe the law of self-preservation, "Nature's first one" (as the old adage puts it), by assuring yourself of the return of the costs and a profit in each of your transactions. On the other hand, you cannot turn down a request for service in a time of emergency, however weighted with sorrow and adversity the applicants may be. With tact much greater than the average business man possesses, and with patience most intelligent, you are obliged to find a way that will meet the situation and assist not only the afflicted family to provide decent interment for its dead, but a way by which you as well may come out financially intact on the transaction.

I must confess to you, ladies and gentlemen, that I don't see how you can always do it. My own opinions in fact must be influenced to believe in the converse of the proposition, namely, that you are very seldom able to come out intact; for in the course of my brief career it has fallen to my lot, as some of you may know, to endeavor to collect certain interment accounts and notes, and I must admit further that after interviewing several of the signers of such notes and obtaining (in lieu of cash) extended recitals of the reasons why such notes could not be paid, I have felt that the only proper place for me was one of those alongside some of the subjects named in the face of the notes.

However, a suggestion merely in this connection. Every business has its losses. By scientific observance, rules are laid down to the industrial and distributing lines of business which cut losses to a minimum. The professions, however, cannot be governed in the same degree by these laws as are purely mercantile lines. Witness the lawyer and the physician for instance—the commodity they have to sell is service. Do they always collect their fees? Is their hard work always rewarded in every case by a reasonable cash payment? Ask them some time, as I have

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done, and let them show you their ledger pages with one after another showing an account receivable with nothing on the other side of the ledger to show a credit of reasonable proportions. Why certain men of note in this country are known to charge nothing at all or mere expense for services to the destitute, which same services they extend to the more opulent only for thousands of dollars; and further they make no bones of the fact that the fat fees they sometimes make are exacted entirely for humanitarian reasons and to enable them to continue to do the greatest amount of good in the largest number of places—yet in the general average these men are tremendously successful.

Witness a statement of a leading physician in this city, closely allied with other members of this profession and very public spirited, and otherwise in a position to know whereof he was talking. He stated that scarcely a physician or surgeon in this city failed to do what he called "charity work" running from a value of $100 to $600 every month of the year. The costs were figured down to bed rock, a small fee for a call, a moderate fee for a major operation, and the bare cost of medicines, nurses' fees, and even in some cases hospital fees as well. I was astonished by his statement and have since taken pains to confirm it by further inquiries; yet I also found that the volume of business actually accomplished paid mighty well for the sacrifices just named. On the basis just suggested it would be folly to insist that the losses (through extension of credit) should be less than five per cent. for a physician or surgeon or many another professional man, as for some lines of retail business the law is laid down.

Likewise it seems impossible to apply the same rule to you gentlemen. I do not claim the intelligence nor the right to propound the exact law in your cases and I doubt if any one else can, therefore, I drop the foregoing remarks merely in the nature of a suggestion; for it would seem to me perfectly justifiable for you in your profession to adjust your schedule of charges so as to make the community you serve provide those things in time of stress to the needy as well as those in better circumstances; and things which all humanity grants are the right and privilege of those who were among us yesterday and to-day are not.

Your obligation is two-fold—to yourself and your family first, their preservation—and to your community, second, and your own problems in this connection can best be worked out by yourselves alone.

The practice of extending credit dates back to the beginning of business and consequently to a time when we exchanged, not goods for money, but goods and merchandise for materials and products. In substance, however, it has always meant, "I believe in you. I believe that if I let you have certain of my goods you will come at an appointed time and pay me;" and one of the objects of this paper is to assist you in ascertaining whether you are true to yourselves and your own business by being true to this theory.

Whether you make of your credit business a dumping ground and waste heap for your year's profits, or whether you make it a fertile field for the cultivation of new business and greater profits depends entirely upon your observance of certain basic principles well established throughout the retail world. Every professional man, merchant and banker has it within his power to become a constructive force for good in his community; but if handicapped with too much undesirable paper, and worried by misplacement of judgment and the consequent hard collections, he becomes at once a fit subject for adjudication through the courts as a bankrupt; and his power for good is all but shattered. * * *

A power in his community is a good judge of credits. Be he banker, professional man, merchant or plain citizen he cannot be the one without being the other. His very success bears evidence of the fact. He is a man who has studied his community and his fellow men. He has taken due consideration of its agricultural or industrial possibilities and has profited thereby. He has been one to learn and teach better farming methods, improvement of highways; to encourage and promote the growth of schools and churches; and to help assure for his town or his country good clean business in the little matter of political administration.

He has been active in all these things, perhaps for a selfish motive, or perhaps he is really one of those God-given individuals occasionally found who does it in the interest of mankind alone, believing that his reward may come in the great hereafter, if he thinks of a reward. But in either case he must be a big man, wide between the eyes, keen-sighted, far-sighted, and generous, who sees that by helping to increase industry, thrift, or productiveness, in his community, he will thereby create a greater number of prosperous, independent citizens with whom he may do business—on a credit basis if you please.

And he is no man to give credit promiscuously. He must know all about John Smith, his family, his moral standing, his earning capacity, and his disposition with reference to paying debts. He must know that in case of financial stress John can always lay his hand on something he has back of him and raise a little money to pay a little debt. And he must know also that if John is stripped by some catastrophe of everything he possesses, that John's earning power and John's honor may be depended upon to finally pay up.

We have learned too, in our business, that there need be no equivocation nor apologies in requesting payment of accounts. We have learned the value of establishing a uniform time of payment and as nearly as possible holding all customers strictly to that rule of payment; we have learned too that arguments and discussions do not pay and that when they unfortunately arise, "discretion becomes the better part of valor," and that it is best and always pays to leave the "argufying" all to the kicker and beat as graceful a retreat as possible. We have learned too that it does not pay to suffer repeated imposition on the part of any customer; and that one who makes extraordinary demands upon us had better be left strictly alone and that his practices moreover are not peculiar to our business alone, but common to the experience of other merchants who deal with him.

And finally, we have learned that the observance of these rules and principles herein suggested permits us to close our books each year with a minimum of credit losses ranging always within one-half of one per cent. of the total volume done on a charge basis; and moreover permits us to deal in peace and enjoy the respect of our patrons, as well as in other ways to realize our right to business "liberty and the pursuit of happiness."

F. M. Feron, funeral director, Montreal, is dead.

PERFECTION MAKES FOR PROGRESS

A profession makes progress as its members perfect themselves in its work. Perfection can only come when the members of the profession take its work seriously. To take its work seriously the members must take an obligation to study their cases; they must obligate themselves to study every operation from every angle; they must learn that there must be a good reason for everything they do, and that an operation which cannot stand on the basis of good reasoning is usually not a good operation.

There are two bases on which scientific matters stand. Chemistry and mathematics are rated as exact sciences. Pathology, bacteriology and biology are rated as inexact sciences. Embalming can be made an inexact science, the same as pathology, but to do so every embalmer must resolve to know what he is doing when he does it, and must be able to give a good reason for it. The science of embalming is only in its infancy. We are hoping to receive the help of every embalmer to strengthen it. We are hoping to see the day when the embalmer will take the same interest in unusual conditions that we are taking, and that this will help to develop men who are capable of making interpretations of these unusual conditions so that our profession will advance more rapidly in its command of methods that will have a definite value when applied to known conditions.

At the present time the people we serve demand good results in all kinds of cases. They are willing to pay for service as long as the service is satisfactory. We must, therefore, aim to satisfy them by producing uniformly good results regardless of handicaps and conditions that retard. We must prove that there is a good basis for the life of our profession in order to help it hold its prestige during the general reorganization of all activities that is sure to come during and after the great World War.—Prof. C. O. Dhonau.

REMODELLED FUNERAL PARLORS

In his recently remodelled premises, A. L. Oatman, furniture dealer, of Tillsonburg, Ont., has provided excellent facilities for the undertaking department of his business. The undertaking parlor is at the rear of the first floor, entirely separate from the furniture department and has been so arranged that funeral services can be held in the parlors at any time and will not be subject to interruptions from sounds in other departments of the store. This affords excellent accommodation for out-of-town funerals, or when it is not convenient to have the funeral service at the home.

The whole equipment of the undertaking department of the business is first-class, comprising motor and horse-drawn hearses, etc. Mr. Oatman believes that the only proper way of gaining trade is by rendering very careful and efficient service, and providing first-class equipment. He points out that too much care cannot be given to the proper trimming of the caskets.

GOLD STAR INSTEAD OF CRAPE

The suggestion comes from Chicago that instead of wearing the black mourning for the American soldier dead, there be substituted by relatives the wearing of a gold star as the badge of loss and of honor paid. This is a matter that will become more and more important as casualty lists grow in number; it is a matter which the country must face. What has been proposed is in line with the growing feeling that if we really believe in a future life, crape is not the best expression of our grief when those who are dear to us pass on. If to die for one's country be glorious, then is the star emblematic of the honor which is due those who give their lives for the salvation of democracy.—American Funeral Director.

BLAST FROM THE EAST

J. R. Sederquest, "undertaker and florist," St. Stephen, N.B., has been sending out his new business card. One of them which reached Toronto, being sent to A. J. H. Eckardt, reads: "I have been in this business since 1887. I have been pleasing and displeasing the people ever since. I have been cussed and discussed, boycotted, talked about, lied about, lied to, hung up, help up, robbed, etc. The only reason I am staying in business now is to see what the —— is going to happen next."

AS THEY SAY IT NOW

The following conversation, says Doc. Ferguson, occurred in Norman Baker's "Pekin" restaurant during his last visit in Toronto:

Customer: "I would like an order of German Frankforts, a cup of English breakfast tea, and two French rolls."

Waiter: (to the cook): "One war in a tray."

Customer: "Please add two sinkers (doughnuts) to my order."

Waiter: (to cook): "Throw in a couple of U-boats."



Death of Respected Funeral Director

ONE of the best known and most highly respected funeral directors in Ontario passed away in the person of J. C. Van Camp, 30 Bloor St. W., Toronto, on March 6th last, after an illness of about a month.

Mr. Van Camp, say his friends, was a lovable man and serenity itself. He was entirely wrapped up in his home and family. Though brought much in contact with the public, and with many of the worries and troubles of the world, he always carried himself with an even, pleasant demeanor, and spoke with a soft voice, never in anger. The respect entertained for him was shown at his funeral by the large number of friends who attended the service, and the floral tokens, which were among the most beautiful and numerous seen in Toronto in some time.

G. W. C. Graham conducted the funeral. He was assisted by T. H. Evans, who had been introduced into the profession by Mr. Van Camp himself. The pall bearers were friends of the family—Messrs. A. J. H.



The late J. C. Van Camp, Toronto.

Eckardt, former casket manufacturer; W. K. Murphy, representing the Toronto funeral directors; A. Provan, Central Methodist Church; J. Palmer, Blake Lancey, and G. McCulloch. Rev. Dr. Hincks, an old pastor of Mr. Van Camp's, conducted the service, and he was assisted by Rev. Dr. Lanceley, minister of Central Methodist Church, and Rev. Dr. Taylor, a friend and former missionary in China.

Mr. Van Camp was a Canadian, born in Prince Edward Island 69 years ago. About 50 years ago he moved to Petrolia, where he conducted a furniture and undertaking business until 27 years ago, when he moved to Toronto. Locating in the north end he had for more than a quarter of a century conducted a funeral directing business until his death.

He was a member of a number of fraternal societies —Masonic, Oddfellows, of which he was Past District Deputy, Orange Royal Arcanum, Chosen Friends, Woodmen, and Royal Templars. Mr. Van Camp was a Methodist, a member of Central Church, and he is survived by his wife and six children—one son, Fred., of the T. Eaton Co., Winnipeg, and five daughters, Mrs. (Dr.) Whitney, St. Paul, Minn.; Mrs. L. M. Kinshella, Regina; Mrs. (Dr.) Defries, Toronto; and Misses Cora and Muriel at home.

Mr. Van Camp had for years been one of the chief backers of the Retail Merchants Association, in the days when it was small and of slow growth, and helped to make it what it is to-day; he was also a former secretary of the Canadian Embalmers' Association, and one of the members of the Ontario Board of Examiners since its creation a few years ago. A magnificent floral token from the C. E. A. testified to the hold Mr. Van Camp had on the hearts of his fellow professional men.

PROFESSIONAL NOTES

The Manitoba Free Press, Winnipeg, recently contained a description of A. B. Gardiner & Co.'s new funeral home in that city.

Geo. Speers, of Regina, threatened with some internal complication and who come to Toronto for X-ray examination, underwent an operation at Winnipeg, on his way home. He is now rapidly improving. Mr. Speers had also paid a visit to the Mayo Brothers at Rochester, Minn.

Lloyd Peacock, who fifteen months ago entered the profession as assistant with F. W. Matthews Co., Toronto, and who has made such progress that he has since graduated with honors in embalming, has taken unto himself a wife, the ceremony took place March 28. Lloyd is not yet 20 years of age.

In New York City recently, following a brewery drivers' strike, several somber black funeral cars were pressed into the service. From "bier to beer," says an exchange.

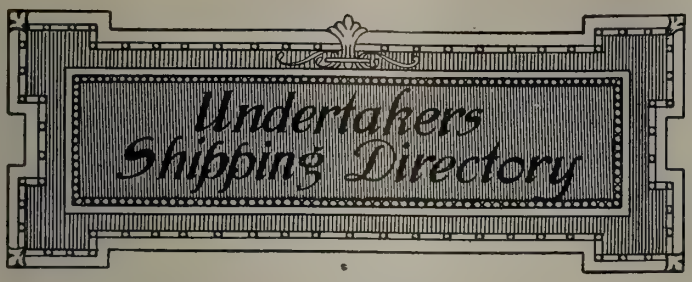
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The editors take an active part in doing this work themselves and in helping, by suggestion and precept, others who wish to give their discoveries to fellow embalmers the world over. The general profession of embalming has been sleeping these many years. No one thought that an interchange of advanced ideas could be handled successfully until the Journal of Research and Allied Sciences came into being. The subscribers are fellow workers. They are becoming active in reporting their own experiences and investigations, and the subscription list contains some of the brainiest men in our work.

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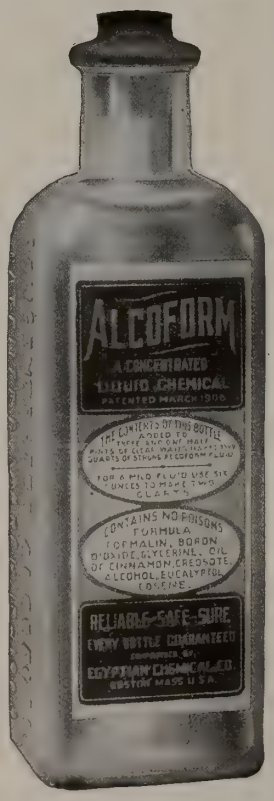
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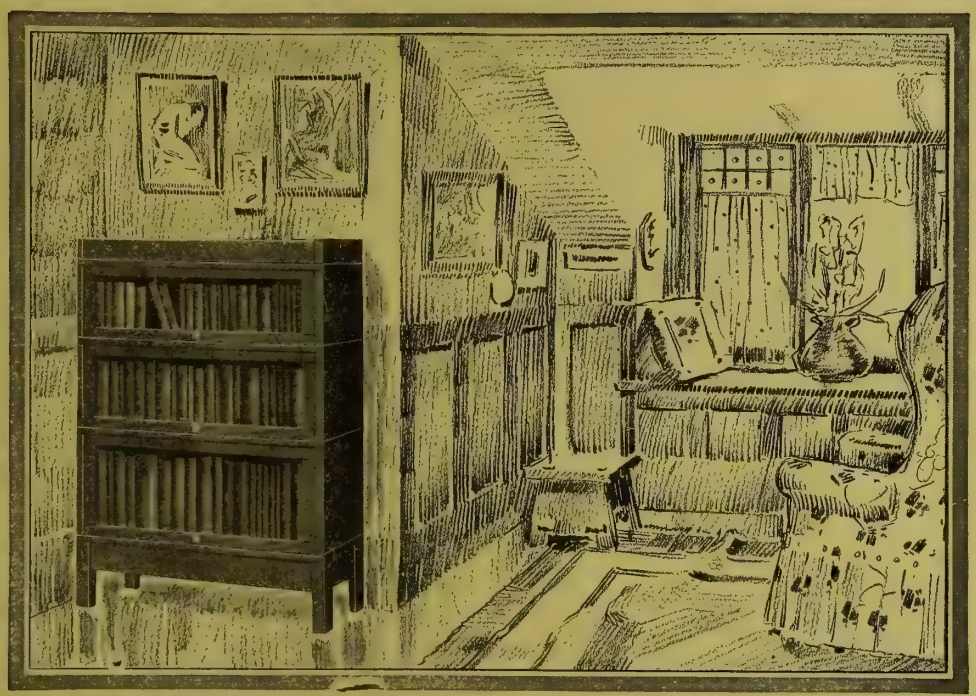
Write us to-day—lest you forget.

The Canadian Feather & Mattress Co.

LIMITED

TORONTO - OTTAWA

STRATFORD
THE CARLOAD
CENTRE



The Art Mission Style from Line of

G-W Sectional Bookcases

THIS ART MISSION STYLE, AS ILLUSTRATED, IS ONE OF THE BEST SELLERS AND MOST ATTRACTIVE STYLES FROM THE GLOBE-WERNICKE LINE. IT IS MADE IN QUARTERED OAK AND REAL MAHOGANY, AND FINISHED IN EARLY ENGLISH OAK, FUMED OAK, AND MEDIUM DARK MAHOGANY, ALL DEAD FINISHES.

The Globe-Wernicke Co., Ltd.

STRATFORD ONTARIO

STRATFORD
THE CARLOAD
CENTRE



No. 5030

William and Mary

Dining Room Furniture

This unusually effective and appropriate design is made in both selected quartered oak and American black walnut; excellent in construction and reasonable in price.



No. 5034



No. 5037

THE GEORGE McLAGAN FURNITURE COMPANY, LIMITED
STRATFORD, ONTARIO

STRATFORD
THE CARLOAD
CENTRE

The McLagan Line

is readily appreciated by all furniture connoisseurs, not only for its unusual accuracy of design but also for the excellence of cabinet work and finish. This is the result of years of specialization by master craftsmen.



No. 5052A



No. 5054



No. 5057

THE GEORGE McLAGAN FURNITURE COMPANY, LIMITED
STRATFORD, ONTARIO

STRATFORD
THE CARLOAD
CENTRE

RATTAN FURNITURE

For Summer Trade



We manufacture a wide range of upholstered Reed Suites, Chairs and Rockers.

Send your order in now and be prepared for the demand.



IMPERIAL RATTAN COMPANY
STRATFORD Limited **ONTARIO**

Mr. Furniture Dealer:

Are you getting and reading The Canadian Furniture World and Undertaker regularly? If not, send $1.00 to address below, and the paper will come to you, postpaid, each month.

The Commercial Press, Limited
32 Colborne St., Toronto

STRATFORD
THE CARLOAD
CENTRE



1670-5



1670-1

Distinctiveness of design, richness of finish, thoughtfully matched coverings, construction that guarantees uncommon service—these are the things that make Stratford Chairs so desirable for you to handle.

PROTECT YOUR CUSTOMERS WITH
STRATFORD CHAIRS

Stratford Chair Company, Limited

STRATFORD

STRATFORD
THE CARLOAD
CENTRE

Better Business

WHAT is this "Better Business" talked about so much? Does it mean merely better accounting, better advertising, better salesmanship, better buying? Yes, it means these things, but it also means better merchandise at better values.

Furniture made in Stratford is such better merchandise. Sometimes it costs more than furniture which is made to imitate it. Often it costs less. But it always has that superiority of design which makes it different. It has the quality and appearance which makes it good value, as well as better merchandise.

No matter where you are, nor whether your store is little or big, Stratford Furniture Manufacturers will satisfactorily serve you.

Stratford Furniture Manufacturers

STRATFORD, ONTARIO

The Gold Medal Line

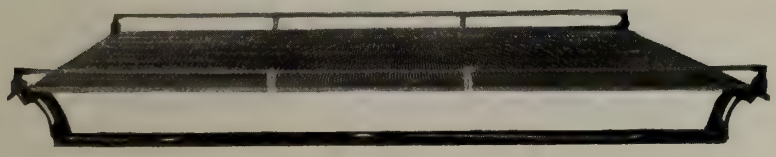
PLACE YOUR ORDERS AHEAD

Freight transportation is slow and uncertain, and in order not to be short of stock every dealer should have two months supply on hand.



Put this Gold Medal Felt Mattress

on this



PATENT ALL-STEEL BASKET EDGE

"Hercules" Bed Spring

And you have a combination that cannot be equalled.

The heavy double wire cable edge will keep the mattress in position and prevent spreading.

Basket Edge is made to fold down flat for safe shipment.

The Gold Medal Furniture Mfg. Company, Limited

TORONTO MONTREAL WINNIPEG UXBRIDGE

Upholstery Leather

We carry in stock all grades in standard colors for immediate shipment

Spanish, Fancy, Enamelled and Goat Grain Finishes

Unsurpassed Selections
Well Trimmed Hides

The most economical leather on the market.

Let us quote you on cut stock.

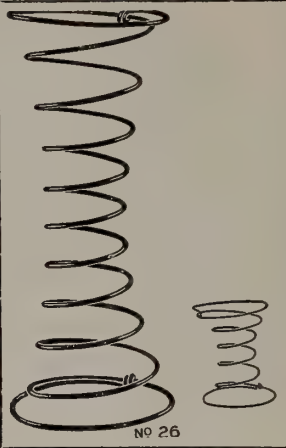
Boullee Fraser Leather Mfg. Co., Inc.
234 Canal Street, NEW YORK

The National Table Company, Limited
The Owen Sound Chair Co., Limited
The North American Furniture Co., Limited

Owen Sound Ontario

Manufacturers of Medium and High-Grade Dining Room, Bedroom, Hall, Living Room and Library Furniture.

Catalogues sent on application



Upholstery Springs

are important products; their manufacture is a big industry in itself; their selection for various purposes is often a problem.

Our service department will design any special springs for your work, and our factory will produce any spring in any quantity at the right price, promptly, and guarantee the reliability of same.

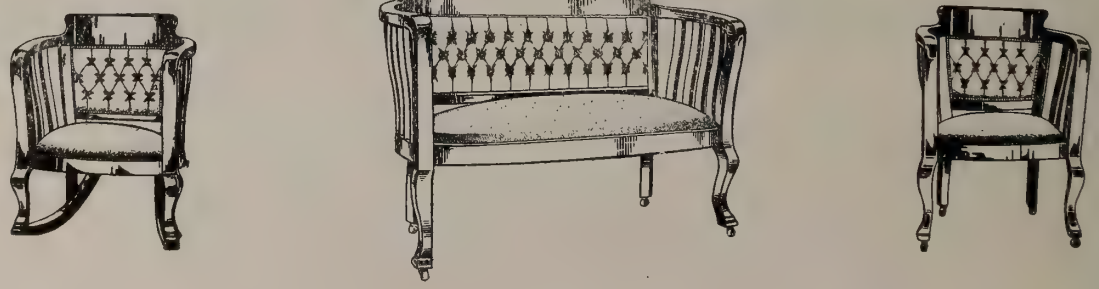
Established 1885

James Steele, Limited
Guelph, Canada

The "Ellis Quality" Fine Line of Upholstered Furniture

The Line of Least Resistance

When we call it "The Line of Least Resistance" we mean that the "Ellis Quality" Line "moves" with a minimum of sales effort—a claim that doesn't have to be proved to any dealer who has sold the line.



The elegance, design, practical and perfect workmanship of every piece of "ELLIS QUALITY" UPHOLSTERED FURNITURE, makes an almost irresistible appeal to the discriminating buyer.

If you do not already sell "ELLIS QUALITY" Upholstered Furniture, prove these things for yourself.

THE ELLIS FURNITURE CO. - INGERSOLL, ONT.

The Summer Time will soon be here



No. 1168

Are you ready for the big demand for

RATTAN CHAIRS

Send your order now before it is too late.

Nothing but first quality material enters into our goods, and we would be glad to send you our latest price list.

The Canadian Rattan Chair Company

Limited

VICTORIAVILLE, P.Q.

THE BIG CANADIAN MOULDING HOUSE

is about to issue a **New Catalogue** to the Moulding and Picture Frame Trade. Should you be doubtful about being on our mailing list send us your name and we will send you this catalogue and any future advertising matter we may be getting out.

We also have a sample card of Mattboard that can be had immediately on request.

MATTHEWS BROS., LIMITED

1906 DUNDAS STREET WEST TORONTO, CANADA



Mahogany Finished
Made in Three Sizes

Try Out This

Big Profit Maker

This Shafer Cedar Chest is a live seller because it combines attractiveness, fashion and utility with moderate price—An appeal the modern women can't resist.

Write For Catalogue

D. L. SHAFER & COMPANY
ST. THOMAS ONTARIO



No. 1900

Light, Strong and Durable

Suitable for Restaurants and Ice Cream Parlors

This chair will be in immediate demand. It is made especially for ice cream parlors and for every purpose where a serviceable light weight chair at a moderate price is required.

No. 1900 BENT WOOD VENEER SEAT CHAIR can be supplied in golden, fumed, walnut or mahogany finish.

YOUR ORDER WILL RECEIVE OUR PROMPT ATTENTION.

The North American Bent Chair Co., Limited

OWEN SOUND, ONTARIO

For the June Bride

First of all she will be the recipient of many handsome gifts from her friends. Nothing could be more appropriate as a present to the bride than a nice piece of Canada Furniture Manufacturers products.

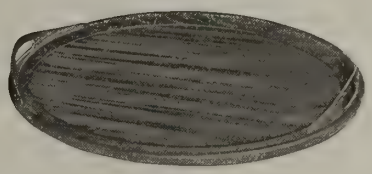
This is your opportunity, Mr. Furniture Dealer, to offer a suggestion by way of window display of a sensible gift to the bride, and the most suitable furniture for her home.

Order Now.

We can make immediate delivery.



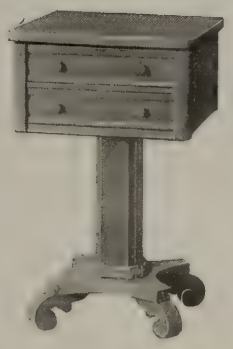
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No. 6434



No. 6070



No. 6073

FACTORIES :
WOODSTOCK
KITCHENER
WATERLOO
SEAFORTH

CANADA FURNITURE MANUFACTURERS LIMITED

GENERAL OFFICES : WOODSTOCK, ONT.

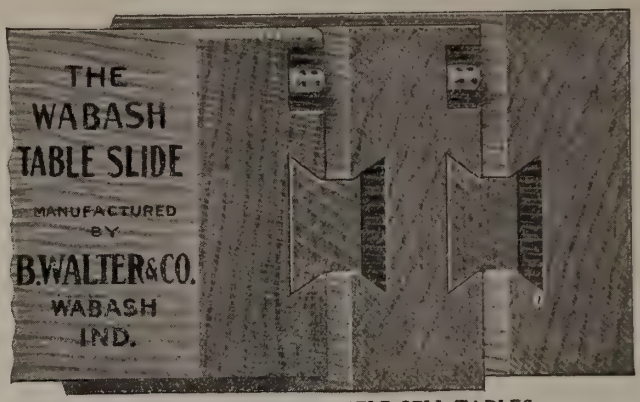
WHOLESALE SHOWROOMS : TORONTO WINNIPEG

FACTORIES :
WINGHAM
WALKERTON
WIARTON

THE
HEART
OF YOUR EXTENSION TABLE IS THE
SLIDE

YOUR TABLE IS CONDEMNED IF THE SLIDE DOES NOT WORK PROPERLY

WABASH SLIDES
INSURE
SATISFIED CUSTOMERS



WABASH SLIDES { HELP SELL TABLES. ELIMINATE SLIDE TROUBLES

WE ARE
SLIDE SPECIALISTS
Having manufactured SLIDES exclusively—for 30 years
Many Canadian Table-makers use
WABASH SLIDES—
Because
We furnish Better SLIDES at Lower Cost.

Made by
B. WALTER & COMPANY
Factory St. WABASH, IND.
The Largest Exclusive Table-Slide manufacturers in America



Write for our special proposition to buyers in gross lots.
Scores of live furniture men are taking advantage of this offer.

Our Advertising is Working for You

Our 1918 advertising campaign is, in many respects, the most effective we have ever put out. There is a human interest note pervading the whole series, which holds the reader and awakens a keen desire to buy the "Elite" and the

PEERLESS
FOLDING TABLE

The advertisements now running in magazines with a combined circulation of more than 300,000, will reach every third English-speaking home in Canada from coast to coast.

We confidently predict a record year for "Elite" and "Peerless" folding tables.

Hourd & Co., Limited *Sole Licensees and Manufacturers* Dept. W LONDON

BUY
PHILLIPS MOULDINGS

LARGEST VARIETY QUALITY RIGHT

PHILLIPS MANUFACTURING COMPANY, Limited

258-326 Carlaw Ave., TORONTO, ONT.

MOULDINGS FRAMES FRAMED PICTURES MIRRORS TRAYS

The Meaford Line



No. 430 Desk.



No. 629 Wardrobe.

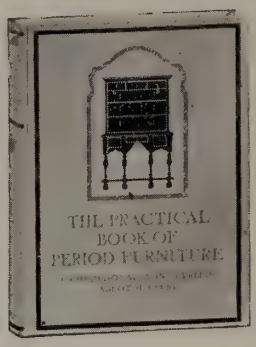
GET in touch with the way the general public views your merchandise. We know that whenever a merchant watches closely his stock records, he finds Meaford Furniture steadily living up to its reputation for clean, consistent turnover. But there is another test which applies. How do the boys on the floor feel about the bedroom furniture you are selling? Are they enthusiastic about it? Or do they merely feel that they are in your employ to sell whatever you provide them? Put in a few pieces of Meaford Furniture and watch how the boys favour them. That is because Meaford Furniture appeals strongly in design and prices to the customers they wait on. It is real merchandise.

Meaford Manufacturing Company

Limited

MEAFORD, ONTARIO

ALL DEALERS WHO WISH TO KNOW ALL THEY CAN ABOUT PERIOD FURNITURE, ORIENTAL RUGS AND AMERICAN ARTS AND CRAFTS SHOULD SECURE THESE SPLENDID VOLUMES.



The Practical Book of PERIOD FURNITURE

By HAROLD DONALDSON EBERLEIN and ABBOT McCLURE.

With 250 illustrations. A special feature is an illustrative chronological key for the identification of Period Furniture. Octavo, handsome decorated cloth, in a box, $6.10. Postage paid.

The Practical Book of ORIENTAL RUGS

By G. GRIFFIN LEWIS.

New Edition, Revised and Enlarged. With 20 illustrations in full color. 93 illustrations in doubletone. 70 designs in line. Folding chart of rug characteristics and a map of the Orient. Octavo, handsomely bound, in a box, $6.10. Postage paid.

The Practical Book of EARLY AMERICAN ARTS AND CRAFTS

By HAROLD DONALDSON EBERLEIN and ABBOT McCLURE.

American glass, Mexican majolica and glass, American ironwork, copper, brass, lead and tin, needlework, silverplate and goldsmithing, pewter, pottery, decorative painting on household gear, portraiture and allegorical painting, coverlets and carpets, illumination, handblock printing, carving and lace. 232 illustrations. Octavo, handsome cloth, in a box. $6.10. Postage paid.

CANADIAN FURNITURE WORLD and THE UNDERTAKER

32 Colborne St., TORONTO, Ont.

BEST
Ivory Enamel
White Enamel

BEST
Surface Oak
Empire Mahogany



THIS NO. 334E BEDROOM SUITE

in Flat Ivory or White Enamel will give attraction to your show window or selling floor. It is one of our many popular selling lines.

SURFACE OAK

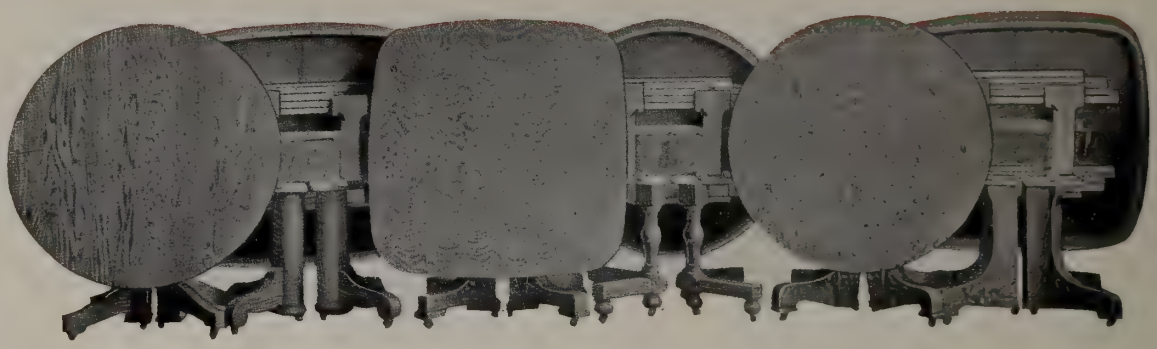
is coming back. The method which we have been using for the past six months gives the nearest possible effect of genuine quartered oak. In fact it takes an expert to detect the difference. It is uniform in grain and color and has a rich golden tone. Moreover, all pieces match each other perfectly.

EMPIRE MAHOGANY

We still lead all others in this finish.

THE KNECHTEL FURNITURE CO.
LIMITED
HANOVER ONTARIO

Tilt-Top "TWINS"



What housewife does not dread getting down on hands and knees once a week to dust the base of ordinary table?

It takes but a second to Tilt the Top *and the entire base* of the "Tilt Top Twin" can be dusted with the utmost ease.

At house-cleaning time, or when moving, what a convenience and satisfaction to *Tilt the Top* and draw the table on its own casters through the narrow doors of the average house.

These points of superiority, besides all those of the "*Twin*" *Base Construction,* are what give the Tilt Top "Twins" their selling qualities.

Furniture Dealers find the "Twin" line a profitable one to handle. The "Tilt Top" feature enables you to pack your tables in the least possible amount of floor space.

Get in touch with us, we want to give you further information about this fast-selling line.

If you have not a copy of our latest catalogue, send for one.

The Chesley Furniture Company, Limited

CHESLEY - ONTARIO

D. O. McKINNON
GENERAL MANAGER

W. B. HART
ADVERTISING MANAGER

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

WM. J. BRYANS
JAMES O'HAGAN
EDITORS

Published by The Commercial Press, Ltd., 32 Colborne Street, Toronto.

Subscription Rate $1.00 per year in Canada, Great Britain and British Colonies; $1.50 to the United States,

VOL. 8. TORONTO, MAY, 1918. No. 5.

Observations Regarding Business Matters

By The Observer

I RECENTLY asked a dealer if he drew a fixed salary from his business. His answer was a negative one. When urged to give a reason for not doing so, he declared that his business was of such a character that he did not feel warranted in drawing a fixed salary. As he expressed it, "he took money from the till as he required it."

The business of this particular dealer is an old-established one, and for that reason it is rather extraordinary that he does not yet consider it to be on a basis that warrants him in paying himself a fixed salary just as he does his clerks.

If the business was a newly-established one there might be some excuse for the practice he follows. But when the opposite is the case it is inexcusable.

It is wrong in both theory and practice. Every business man should decide from the very inception the salary he can afford to pay himself. If he can not at the start pay himself all that he would be paid if he was managing the store for another dealer, he should at least stipulate the sum that the condition of the business warrants, and, in his private life, live accordingly.

Besides, when a man takes money from his till just when he wants it, or thinks he wants it, there is no check upon his personal expenditure. And in this way he is just as likely to overdo as to underdo the thing.

I can recall one man who followed the same practice. His business, properly managed, would have been a most successful one, for it had the annual turnover to make it so. But instead of being on "Easy Street" financially, it was eternally in deep water, for much of the money that the proprietor periodically took from the till was expended in "fads and fancies" absolutely wasteful. And the trouble was that he would often take money from his till in substantial amounts which he knew would be wanted on the morrow for the payment of accounts. He had a "trust in God" way about him that could scarcely be called commendable. Originally, he took the money from his till for personal necessities. But the habit grew upon him until it became recklessness, pure and unadulterated. And that is what may be the result with others who follow a similar practice.

THERE was a certain furniture dealer who, during the first few years he was in business, made but a feeble attempt to look after his accounts. In the first place he was careless in making entry of goods he had sold on credit. Instead of making an immediate entry he sometimes thought he could carry it in his head for the time-being. At other times he would make an entry on a slip of paper and stick it in his waistcoat or trousers pocket, awaiting a more convenient season for doing that which he should have done in the first place. As his memory sometimes proved him false, and at other times he lost the slips of paper on which he had made an entry, he was naturally often at "sixes and sevens." Furthermore he had no systematic method of collecting accounts. He merely got busy when he was pressed for money. Then he often had trouble over disputed accounts.

Fortunately he did not fail, because one day, through a suggestion offered by a friend, he came to his senses. In brief, the suggestion was to the effect that he delegate to someone else the store bookkeeping and the collection of accounts. It was astonishing how soon the effect of the new order manifested itself upon the business. Customers in the first place could not understand why their accounts were rendered so systematically and promptly, and, furthermore, were so free from errors.

And that was not the only effect that the new order had upon the business. While the dealer was a poor accountant he was a good buyer and a good salesman. And being saved the time and worry attending to his accounts he had more time for attending to the branches of his business in which he was strong. Furthermore, his financial condition becoming stronger he was able to buy to better advantage. That man is to-day a prosperous dealer.

WHERE possible, it is desirable that the dealer keep track of sales by departments, so that he may be able to tell just what each one is doing. A division of expenses by departments is also something to be aimed at, but with the average store is it always possible. An endeavor should be made, however, to make each department stand on its own feet, and information regarding the progress of each is necessary in order to do this.

Kingston Furniture Firm Has 80-foot Store Front

T. F. Harrison Co., Ltd., have big frontage on Main St.—Carry large stock and strong on display and advertising—Some features of business.

By A STAFF EDITOR

THE value of plenty of space for display purposes is fully appreciated by T. F. Harrison Co. Ltd., furniture dealers, of Kingston, Ont., Their store is located on Princess St., the main thoroughfare of the Limestone City, and has a total frontage of eighty feet on that street. This makes possible a big battery of displays which are made the most of by the maintenance of attractive arrangements of furniture and associated lines.

Big Battery of Window Displays

The windows on either side of the main entrance are generally devoted to dining room and bedroom suites and seasonable pieces. They are roped in so as to separate them from interior display and in order that the room arrangement idea may be better carried out in window display. Large wall mirrors form a feature of these windows.

The double windows to the south are utilized for the display of talking machines, baby carriages and sewing machines — lines which are carried immediately behind these windows. The large window to the north is devoted to rugs, linoleum and associated lines.



Front of the store of the T. F. Harrison Co. Ltd., Kingston, showing 80-foot frontage.

Backed by Extensive Interior Display

The windows are backed up by extensive interior display on three floors. The central part of the main floor is given over to diningroom and bedroom furniture, the office being located at one side to the rear, and mattresses carried on the other.

An archway leads to the floor-covering department where tapestries and draperies are also carried. There is a counter to the front for the measuring and parcelling of these lines, with carpets in rolls on display on four shelves which extend along the other side. Rugs are carried on one side to the rear of the archway, and linoleums on the other. These latter are mounted on a series of rollers suspended lengthwise, facilitating the showing as well as the cutting of these lines. A stairway leads from this department to the second floor as in the main section.

Another archway on the south side of the main section leads to the musical instrument and sewing machine departments to the rear of which is a surplus stock room.

An inspection of the three floors of the establishment impresses one with the extensive stock carried. It is practical evidence of one of the most important of the business policies of Mr. Chas. E. Taylor, the proprietor of the store.

"You have to carry the stock" is the way that Mr. Taylor summed up this policy to THE CANADIAN FURNITURE WORLD.

"People naturally gravitate to the store where they can get a good selection," he stated, "and we try to have the goods to please all classes of customers."

A full stock is also an excellent way to combat the mail order evil. When people can see the goods they want in a store in their own city they are not so likely to consider the purchase of goods from mail order houses.

Mr. Taylor believes in handling those sidelines which form legitimate departments for the furniture store and which will help to swell sales and profits with little or no increased selling expense.

Sewing Machines Prove Excellent Sideline

One outstanding instance which proves the value of taking up such sidelines is that offered by sewing machines, which were taken up only about a year ago, and which have proved a big selling and profitable line.

"For the amount of space that was devoted to this line it has proved one of the best we have ever taken up," stated Mr. Taylor, "and the beauty of it is the fact that the money we make out of this department is like so much velvet, as we have practically no increased expenses in handling it—about twenty square feet of interior display space, occasional window attention and the work of looking after collections."

Sewing machines are sold on the club and instalment plan. Considerable advertising space was used on the start to interest the public in the line. Big sales have resulted.

Special Talking Machine Facilities

Talking machines are another big line with this store. A number of machines are carried on the floor while a special file has been built for records, making it easy to locate any desired selection. Nearby there is a small counter for wrapping records.

In order that machines may be heard to best ad-

vantage, a special sound-proof demonstration room has been erected in this department. Quite a novel idea has been carried out in this connection, the sound-proof cabinet taking the form of a little house with slanting roof and window. It is located in the centre of the floor and suitably fitted out. It not only allows machines and records to be heard to good advantage, but enables two customers to be cared for at once, as a machine on the floor and one in the cabinet may be operated at the same time without a conflict of music.

Believes in Publicity

Mr. Taylor is a believer in advertising, using regular space in the local papers. He also believes that there are frequently simpler and less costly forms of publicity that the dealer can take up to advantage. For instance, he makes use of advertising signs on the roads leading into the city. These are prepared in the store in spare time. Suitable lumber is obtained. a couple of coats of white paint applied, and the use of black paint with stencils gives an attractive road sign. Mr. Taylor looks after the erection of these himself during trips through the surrounding district.

Mr. Taylor has grown up with the business of which he now has charge. For twenty-two years he has been connected with the T. F. Harrison Company Ltd., in various capacities. Two years ago he purchased the business, and under his proprietorship it is continuing its successful career.

TEN COMMANDMENTS

The Retail Merchants' Association of Nashville, Tenn., has formulated ten commandments to be observed by all the members of the organization. They are:

1. Confine your purchases to as few houses as possible.
2. Do not overbuy.
3. Take all discounts and pay bills when due.
4. Have some books, especially an accurate expense account, a daily sales record, a book showing purchases, with cost, and when due.
5. Carry enough insurance.
6. Make accurate reports to the commercial agencies and answer all letters.
7. Keep a clean, well-arranged store.
8. Do as much cash business as possible.
9. Do not make unjust claims.
10. Live within your means.

THE WANE OF THE SPECIAL SALE

The trend of merchandising principle is away from the so-called "marked-down" or cut-price sale. The best merchants are avoiding them as much as possible, and find that it is profitable to do so.

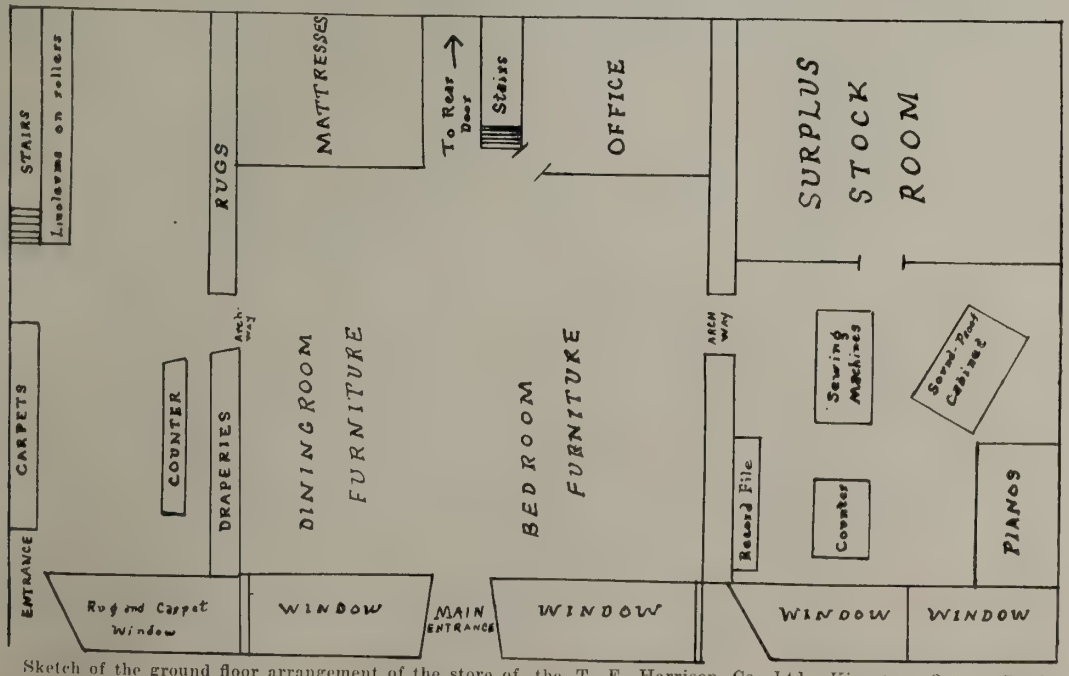
A continual policy of reduction sales reduces the profit there is to be gained by increased sales by its very continuity. For a quick turnover of obsolete stock that cannot be disposed of in any other way it is all right, but as a steady policy it gradually loses its effect, for people become suspicious of a store which is always offering something at special prices. Those who do not, on the contrary, become confirmed bargain hunters, and as a result poor customers for the regular stock at regular prices.

One New York store has a splendid method of handling the special sale problem. They are never advertised publicly, but well-known customers, however, are notified that special values may be obtained at such and such a time, but even in the letters no mention is made of the price.

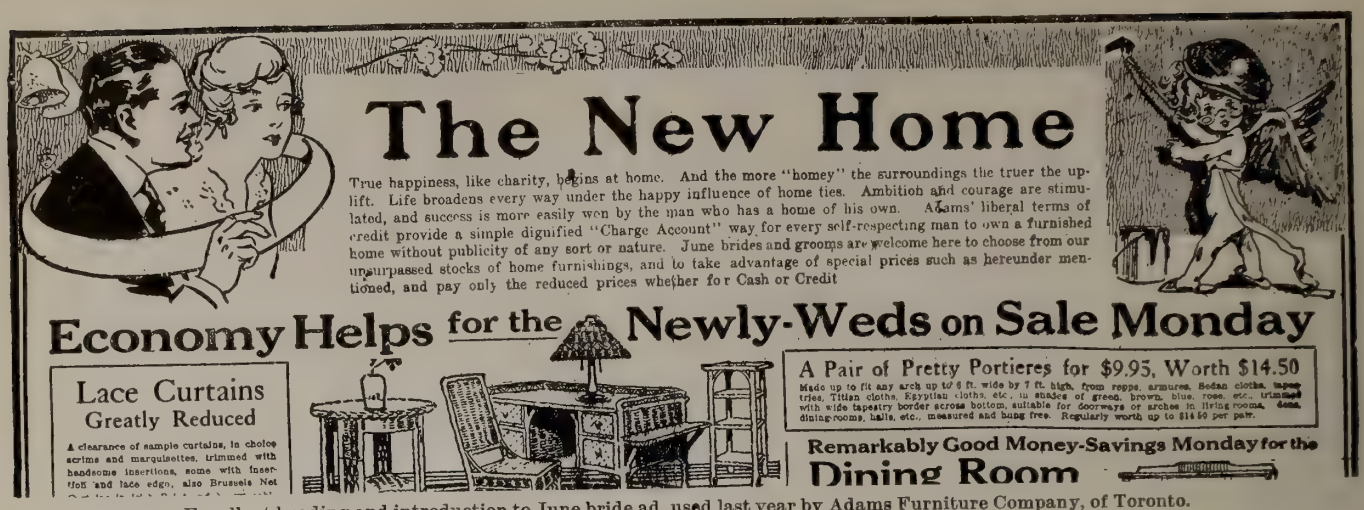
This is the special sale on its highest plane, for not one jot of prestige is lost by the firm in ridding themselves of such surplus stock as may accumulate at the end of the season.—Grand Rapids Furniture Record.

PUSH ADVERTISED GOODS

We merchants are in business to supply the people with what they want, says a retailer in Printers' Ink. No one merchant can carry every brand, but every well-conducted store should have those brands for which such a demand has been created through advertising. To make a business pay you have to work up a good volume of trade, and you will get that volume quicker by pushing well-known, advertised brands of goods than any other way.



Sketch of the ground floor arrangement of the store of the T. F. Harrison Co. Ltd., Kingston, Ont. Read accompanying article for description.



Excellent heading and introduction to June bride ad. used last year by Adams Furniture Company, of Toronto.

A Venture in the June Wedding Trade and Its Result

How an inexperienced, but alert-minded, dealer was induced to embark upon it and the methods he adopted in making it a success.

By WILLIAM LEWIS EDMONDS.

A COUPLE of years ago a customer entered the store of a certain retailer doing business in a small town in Ontario and asked to be shown some pieces of furniture that would be suitable for a wedding gift to a friend. The customer explained that he wanted something "nifty" that would cost but a moderate sum of money. The dealer showed him through the store, but there was nothing that caught his fancy.

The fact of the matter was that the stock was not only small, but besides that it was not well-assorted. That was to be explained by the further fact that the dealer had not been long in business, while prior to that his vocation had been teaching school, and he had departed from it because he felt that merchandising gave him more scope for success in life. But if he lacked business experience he was not lacking in business instincts, for when the customer expressed the opinion that, there being no other furniture store in town, he would send to one of the department stores for that which he wanted, knowing where he could get a catalogue, the dealer's mind was sufficiently alert for him to remark:

"I have the catalogue of one of the leading manufacturers, and if you will show me just what you want I will send and have it shipped by express."

A THINKING, plus an active, dealer can always work out successful business-getting schemes for the June wedding, or any other special campaign. If you have not already done so, try it.

Help and Advice from Traveller

The scheme worked, and just as the dealer was in the act of telephoning to the factory, which was only thirty miles away, a traveller from that particular manufacturer entered the store, to whom he related his experience.

The long and short of it was that the traveller not only took the order for the particular piece the customer had selected, but (it being the month of May) for an assortment of lines which were particularly adapted for the June wedding trade.

But while the traveller took the order for the said assortment of furniture lines he left a few things with the dealer when he took his departure. They were in the shape of suggestions for the dealer to work out in regard to making a special effort to cater to the June wedding trade in his particular vicinity, promising that when he returned in a week or two, he would give him a little further coaching.

Fortunately for himself the dealer was an apt pupil. He not only turned over in his mind the suggestions which the traveller had left with him, but he began to think out schemes for himself. And no one was more surprised than himself with the results.

"Why, it's even more interesting than working out problems in mathematics," he ruminated, as ideas began to roll in upon him.

That is usually the way when an intelligent man sets his "grey matter" to the task of working out ideas. Nothing in the business, scientific or mechanical world was ever created which did not have a prior existence in the mind of some thinking man. Of course lots of things have been created in the minds of men which have never actualized. That is because some of us are given to thinking, but not to acting.

But this particular dealer was a man who could act as well as think. It is true that some of the ideas he worked out in his mind and carefully put down on paper were "blue-pencilled" by the more experienced and practical traveller when he returned a week later. But some of them were not, and some of them which escaped the censorship were decidedly unique. Others were ideas he had gathered from a close study of trade

papers, back copies, as well as current issues, which he had obtained from publishers, and from a perusal of catalogues.

Although his store window was rather small, and did not lend itself to pretentious displays, yet the dealer obtained some surprisingly effective ones. The fact that the town was small and the number of people on the street at any one time correspondingly so, there was at no time a crowd in front of the window. But the displays had the effect of arresting the footsteps of the ones and the twos, and occasionally half a dozen or more persons might be seen gazing at them.

Wedding Scene in Window

The initial stunt he worked off was a scene depicting a marriage. From a local drygoodsman with whom he had formed a friendship he borrowed three wax figures and the necessary clothing to dress one in the attire of a bride and the others as groom and clergyman respectively, while on a good-sized card in the foreground of the window he had these words:

> "The bride and the groom are happy because their home is furnished from this store and their wedding garments by John Brown, the drygoods man."

Nothing like it having been seen in the quiet little town before, it naturally attracted a great deal of attention and became the subject of comment in the homes of the immediate residents and of the surrounding farmers. It was in short, a decided hit. But hit and all as it was the dealer did not allow the display to wear out, for when he had come to the conclusion, which was in the course of a few days, that it had served its purpose, he one evening withdrew it and next morning had in its place another display bearing upon the June wedding idea. And thus he kept alternating his displays. At one time it would be bedroom furniture. At another diningroom, livingroom, den, kitchen, verandah, or garden furniture. At other times he would specialize on odd pieces of furniture or nick-nacks. Each and every display, however, was linked up with the June wedding idea.

Good Use of Printer's Ink

His efforts at drawing attention to his stock were not, however, confined to his window displays. He used printers' ink as well. Even before he had his initial display made he announced through the columns of the local newspaper and a circular which he widely distributed that on a certain day a wedding scene would be depicted in his store window. Accompanying the circular was a neatly printed list, together with prices, of articles necessary to furnishing a home, together with individual pieces that made suitable presents.

As his stock was small he kept a close tab on his sales, and promptly ordered a fresh supply of any line which was selling well. He was by this means not only able to keep his stock pretty well assorted, but to keep his capital, which was by no means large, working well.

Gratifying Results

The campaign was a gratifying one. In fact it exceeded his anticipations. And one thing which pleased him greatly was the fact that the special efforts he made to attract the June wedding trade brought quite an increase as well to his ordinary business, while connections were formed which have been maintained to the present.

Recently this particular dealer found it necessary to move to a larger store. And he is firmly of the opinion that it was his initial effort in specializing for the June wedding trade that was largely responsible for the subsequent growth of his business. It was the fertilizer which stimulated its growth.

Go thou and do likewise. And the season is approaching for the doing of it.



SUGGESTIVE JUNE BRIDE AD.

June bride advertisement of the Burroughes Furniture Company of Toronto, that will offer suggestions to other dealers for subject matter for their own ads. Note the good use of illustrations, the descriptive treatment of each line as well as quotation of prices. Now is the time to get busy with the preparation of good, strong advertisements for the campaign.

Retailers are Helping in Conservation Campaign

Dealers are responding to appeal of Canada Food Board to help educate the public to conserve needed foods and to avoid waste.

THE call for the conservation of foodstuffs in general, and a few certain lines in particular, is becoming even more insistent as time goes on, and it is incumbent upon the retail trade to render what assistance they can in helping along the campaign. There is a duty to perform for the Empire, and in critical times like these the retail trade will always be found ready and willing to do their part.

Retailers Helping by Special Displays

In view of the important niche that the retailer occupies in the community and the influence which his advice has on customers, the Canada Food Board have been making a special appeal to the retail trade to assist in the campaign for the conservation of needed foods. Many stores have arranged window displays to drive home the conservation idea to the general public. We reproduce herewith a simple window along this line arranged by R. H. Williams & Sons, Ltd., of Regina, Sask. It really explains itself. Note the emphasis that has been placed on the fact that waste should be carefully guarded against. Some other window suggestions along this line will be found elsewhere in this issue.

Helping Sales by Preaching Conservation

Giving publicity to conservation will allow the furniture dealer not only to help in a worthy campaign, but to secure some personal benefits. For instance, who would say that the window display reproduced here would not be a help in interesting customers in dining room furniture? It is not in this particular that the greatest benefit is received however, but rather in the fact that the campaign gives an opportunity to feature such lines as refrigerators which guard against food waste, but also equipment like the kitchen cabinet which puts housekeeping on a more scientific and efficient basis.

Use Catchy Show Cards

The dealer can help the public realize the true food situation and their duty at this time by catchy show cards about the store. Here are some from a competition among Indiana school children.

Be canny with food.
Peel thin and win.
Spread butter thin—help the soldiers get Berlin.
Bread and Buns will beat the Huns.
Every spud is a bullet.
Save Bacon until Berlin is taken.
Wise wives won't waste.
The kichen is your fort.
Kill Kaiserism in the kitchen.

BROCKVILLE DEALER FEATURED BABY CARRIAGES

Sheridan's Furniture Store of Brockville, Ont., recently used window and ad. in a combined drive on the sale of baby carriages. The ad. was headed, "Give Baby Comfort," and read:

"This is the most comfortable carriage we have ever seen. In it, baby is protected from jars and bumps by real springs and soft cushions, and from the wind and weather in the specially designed body and large hood and storm curtains. Its style and elegance makes it truly fit for the child of a king. We have a large variety of styles and at prices to suit any purse. Come in and let us show them to you."

Photographs of good window and interior displays are wanted by The Furniture World for reproduction. When you have a good display in shape, have a photograph taken and forward a print to us. Address The Canadian Furniture World, 32 Colborne St., Toronto.



Conservation window arranged by R. H. Williams & Sons, Limited, of Regina, Sask. It helped a worthy cause and incidentally brought furniture to the attention of customers.

GERHARD HEINTZMAN

This new phonograph is the heritage of the nationally-famed Gerhard Heintzman piano.

Dealers who are selling the Gerhard Heintzman Phonograph are making good profits.

The Gerhard Heintzman Phonograph is made for the dealer who wants to offer better value for the money and make good on the turnover.



MODEL C
$225

Made in Eight Models, $51 to $400



MODEL D
$300

Send for our catalogue and secure the Gerhard Heintzman agency, or still better—send for a sample instrument and "play it yourself." Compare it point by point with the machine you consider best.

Aside from the beautiful piano-finished case, noiseless precision motor, and expert attention to all details, you will be greatly impressed with the perfectly natural tone reproduction.

Steel and Jewel Needles always in stock.
Also Record Albums.

SEND YOUR ORDER NOW.

Prices Advance on and after May 10th next.

GERHARD HEINTZMAN

LIMITED

TORONTO - CANADA

Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES: ELYRIA, OHIO; NEWARK, N. J. PUTNAM, CONN.

CHICAGO ATLANTA SEATTLE CINCINNATI TORONTO
172 JOHN STREET

OWING to the increased demand for Heineman and Meisselbach Motors, and to uphold our reputation for prompt and reliable service, we have found it necessary to move into larger quarters.

Where quality has been a predominating factor in the product manufactured, the demand is bound to increase, and therefore the sales for these motors has been away beyond our means of production.

With our new modern warehouse and offices, we will be in a position to far outdo anything we have ever done in the way of production, and as we feel justly proud in the growth of our business, we invite you to come and inspect and get acquainted with our new plant at

172 John St., Toronto

where your phonograph requirements can be met with quality, service and satisfaction.

Otto Heineman
President

MEISSELBACH
TONE ARMS MOTORS SOUND BOXES

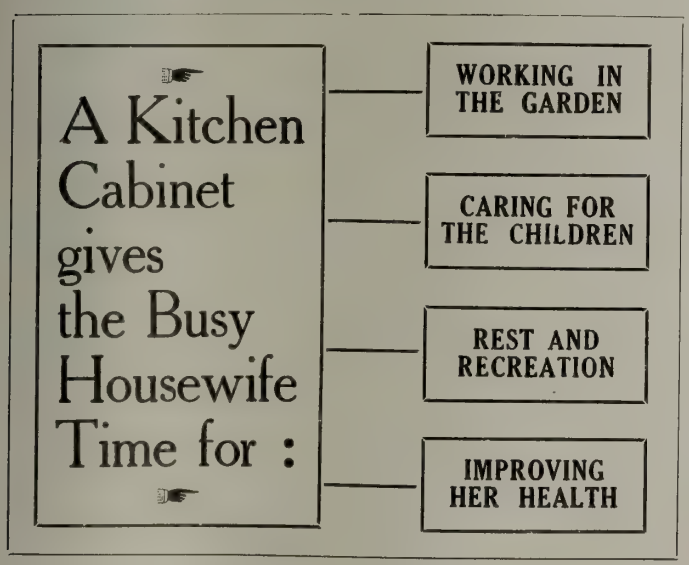
Suggestions from the Methods of Other Dealers

SAVING TIME IN KITCHEN TO DEVOTE TO GARDEN

A window display featuring the value of the kitchen cabinet in saving time in kitchen work and enabling the housewife to devote more time to gardening and other patriotic endeavors, as suggested in the April issue of THE CANADIAN FURNITURE WORLD, was arranged by the Adams Furniture Company, of Toronto, during the past month.

The display was divided into two sections. The one was devoted to the display of kitchen cabinets, pointing out their value in saving time, work and materials.

The other section showed the lawn and garden at the side of the house with the housewife at her gardening. Imitation grass was used, with a pathway leading up to the door of the house. At the rear was a beautiful flower garden with a baby girl playing in front of it. A rabbit sat on its haunches nearby. In the foreground was a section of garden, represented by real earth. Gardening tools were at hand and packages of seeds. A figure of a woman in working attire and on her knees at work at the edge of the garden, was shown. A large show card read, "A kitchen cabinet gives the busy housewife time for" and from this ran strings to four smaller cards arranged one above another and reading as follows:

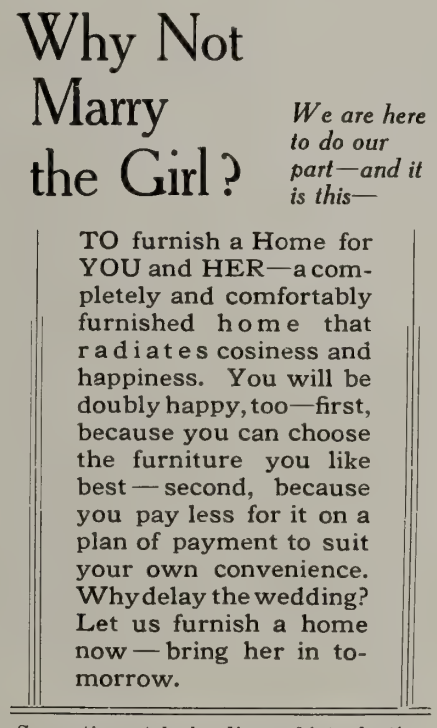


A baby sulky, reclining chair, lawn mower and hose were shown on the lawn. Needless to say the display attracted a good deal of attention.

HAVE SPECIAL REASONS FOR FEATURING CHILDREN'S LINES

A big feature is made of children's lines by the Home Furniture Carpet Co. Ltd., of Toronto. They have a double reason for this. Not only are children's goods a good selling and profitable line because of parents' deep interest in the welfare of their children, but this business is frequently the opening wedge for other sales of great value. Special prices are quoted in their monthly circular on a few lines of interest to children in a direct endeavor to get parents into the store through this means.

In a recent issue there was a page headed, "Kiddies' Page—Lots of fresh air keeps baby healthy." The introduction read, "Where is the mother who has not



Suggestive catchy heading and introduction for June bride advertisement.

said, 'I will give anything, do anything, to be sure my child grows up healthy and strong.' The secret is—fresh air and sunlight. The selection of a carriage for baby, or a toy for the older child, will be the means of keeping them out of doors and save many doctor bills."

On the pages they featured baby cariages, sulkies, go-carts, rockers, baby walkers, velocipedes, kiddie cars, dolls' carriages, high chairs, teddy bears and boys' scooters. Each was illustrated and described with price. A special cut was made on a couple of lines.

THE CLERK'S COMMANDMENTS

It pays to inspire clerks to greater effort and higher ideals. In an endeavor in this direction, the Edwards Furniture Co., of Sherbrooke, Que., issued a circular with the following commandments:

1. As soon as thou gettest to thy place of business in the morning pull off thy coat and go to work; then shalt thou prosper and make the word "failure" spell "success."

2. Thou shalt not go about thy business looking "bum" for thou shouldst know that thy personal appearance goes a long way, nay even further than a letter of recommendation.

3. Thou shalt not draw a salary on excuses. Thou

shalt not say to those who chide thee, "I really didn't think."

4. Thou shalt not wait to be told what to do, nor shalt thou watch the clock and sigh for the hand to point to six, for if thou doeth this, verily thy days shall not be long on the job which thou hath.

5. Thou shalt not fail to do thy duty towards thy Boss, nor to maintain thine own integrity. Thou shalt not be guilty of anything that will lessen thy good respect of thyself.

6. Thou shalt not covet the job the other fellow hath, nor his salary, nor the position he hath earned by his own hard labor, but get one such as he hath by thine own efforts.

7. Thou shalt not "blow in" all of thy salary. Thou shalt learn to live on less than thy salary is. Thou shalt not contract debts which thou canst not see thy way clearly to pay, for behold, the collector cometh and might cause thee to have a "rough house."

8. Thou shalt not be afraid to blow thine own horn, but not so as to disgust others, but shalt always remember that he who fails to blow his own horn at the proper time, findeth no one standing ready to blow it for him.

9. Thou shalt not hesitate to say "Yes" also "No," at the proper time, and mean it when you do, nor shalt thou fail to remember that there are times when it is unsafe to say either. Thou shalt not bind thyself with a hasty judgment.

10. Thou shalt give every other man a square deal. This is the last and great commandment, and there is no other like unto it. Upon this condition hangs all the law and the profits of the business world.

11. When thou shalt decide to take unto thee a wife, thou shalt choose thee out a noble woman, and thou shalt buy thy furniture from the Edwards Furniture Co., Sherbrooke, Que.

IT PAYS TO VERIFY EXTENSIONS

Another example of the profitableness of following the policy so frequently advocated by The Canadian Furniture World—that of checking invoices and verifying extensions—was given while the writer was in a furniture store the other day. An invoice for burlap had been received and on checking up the extension he found a mistake of nearly $5. Surely it pays to check up all invoices. Those who make them out are only human—and liable to err.

EIGHT REASONS WHY CARPET AND RUG PRICES WILL REMAIN HIGH EVEN AFTER THE WAR

1. With a normal demand for rugs, consumption will be vastly greater than production—naturally prices will hold firm with a tendency to elevation rather than depression.

2. Production for destruction, not for stock. The conclusion arising from this significant fact is that America is living on its immediate manufactured resources. After the war, factories must work overtime to produce goods for reserved stock.

3. Government taxes and debts can only be paid by a working country. If business shows any indications of falling off, the country will have to create work to secure the strength of its economic fabrics.

4. Machinery destroyed in warring countries. Most of it can never be replaced, most of it will never be rebuilt. America, because of this fact will be called upon to supply a large part of her floor covering production for foreign trade.

5. After war technical needs means a scarcity of skilled help. Wages, naturally, will increase and will in turn reflect upon carpet prices.

6. Raw materials for a long time after the war will continue high-priced—no carpet mill can sell goods for less than current quotations.

7. War-tired men will appreciate home more than ever before. They will create a demand for home furnishing goods which will only be another reason for keeping prices high.

8. Natural vogue for better things in the home is becoming universal. The younger generation, as it grows up, will demand better furnishings and this fact will also tend to hold prices at high levels.—The Carpet and Rug World.

Marshall Field & Co

FURNITURE—APPROPRIATE GIFTS FOR JUNE WEDDINGS

Nothing in the range of Wedding Gifts is more appreciated than Furniture—becoming as it does a permanent part of the home. Our stock is now exceptionally replete with pieces essentially appropriate for wedding gifts, conveniently arranged to make comparison and selection easy. We illustrate a few specially priced pieces that are highly acceptable

Fifth Floor



$12.76

Solid mahogany inlaid Tea Wagons, $29.00

Solid mahogany Muffin Stands, $5.75



$5.75



$14.50

Solid mahogany "Martha Washington" Work Tables, $14.50

Solid mahogany peacetal Work Tables, an especially attractive design, $19.75



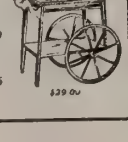
$19.75



$16.50

Solid mahogany Nests of Tables, $16.50

Solid mahogany drop leaf Tea Tables, $12.75



$29.00

Presents For June Brides

Furniture is always an appropriate and acceptable present for a bride as it is something that can be kept and enjoyed for many years

Our stock just now, offers a wide range to choose from, and a selection can be made that will combine beauty and utility at moderate cost

We have many new and beautiful designs in—

BUFFETS, CHINA CLOSETS, PARLOR CABINETS, PRETTY PARLOR CHAIRS, REED AND IRISH RUSH CHAIRS, MUSIC CABINETS, FANCY TABLES, JARDINIERE STANDS, CAKE STANDS, BEAUTIFUL RUGS, CURTAINS, PORTIERES, and many other suitable articles

The question of what to give can be easily solved, if you come here and look over the many pretty and appropriate articles we have

The N. S. Furnishing Company, Ltd.

COMPLETE HOME FURNISHERS.

72-76 BARRINGTON ST., HALIFAX

A Suggestion:

Oriental Rugs for Wedding Gifts

Oriental Rugs of worthy character almost invariably are among the most gladly received of the objects of wedding presentation. They are beautiful and practical, and carry a permanent appreciation and pleasure.

We offer a very large stock, one which we believe possesses merit unexcelled by any other commercial collection in this country. The prices are the lowest at which good rugs can be procured; we court careful comparison.

Following are representative items:

	Size	Price
Royal Kermanshan	4.3x2.9	$ 35
Iran	6.9x5.0	58
Royal Saruk	5.0x3.1	46
Sereband	6.6x4.11	45
Royal Bokhara	3.10x3.2	39
Senna	6.5x4.4	58
Royal Saruk	6.5x4.2	75
Royal Kermanshah	6.2x4.2	89
Antique Bokhara	5.3x4.2	100
Royal Kashan	6.8x4.4	165

The Tobey Furniture Company

Wabash Avenue and Washington Street, CHICAGO
New York Store, 680 Fifth Avenue, New York City

JUNE BRIDE ADS.

Furniture dealers should make the most of the trade resulting from the many marriages that take place in June. Here are some suggestive ads. This business should be gone after early.

Canadian Furniture World

TORONTO MAY 1918 CANADA

The June Bride Trade

The month of June has now become renowned as Cupid's harvest season, and each year we find an increasing number of matrimonial unions being staged during this month throughout the length and breadth of the land.

This is all grist to the furniture dealer's mill, especially if he puts forth real aggressive efforts to cash in on the opportunities presented. It gives chances for sales in two ways—first in the selling of appropriate lines for wedding gifts—and secondly, in the furnishing of new homes for the newly-weds. Both of these should be gone after strongly at the proper time. It is desirable to make each the subject of a separate effort, a different appeal for each being necessary for the best promoting of sales.

This business should be gone after quite early in May, and the campaign maintained well into June.

* * *

Special Efforts to Clinch the Sale

Where the amount of the sale involved is sufficiently large, aggressive dealers will go to great length to clinch a sale, and find it profitable to do so, even taking into consideration the fact that such special efforts are bound to fail occasionally.

Musical dealers have been well to the fore in the matter of such special efforts and we find them quite frequently taking the trouble to put an instrument in a prospective customer's home in the hopes that a trial of it there will clinch the sale.

Thornton & Smith, interior decorators, of Toronto, even arrange window displays with the direct aim of clinching a sale. Sometimes, for example, a prospect will become interested in some article of furniture, but not quite persuaded to buy, saying that she will call next day. The window trimmer will make that piece of furniture the subject of treatment in the window for the next day, with a view to the effect it will have upon that one customer. At the same time it does general publicity work for the store, but also it frequently is the means of clinching the prospective sale.

When a prospective customer at the T. Eaton store in Toronto, becomes quite strongly interested in a suite of furniture, but holds back in the matter of making a decision, it is quite common practice to arrange that particular suite in one of the furnished rooms arranged for the purpose, and this frequently proves the means of completing the sale.

When the prospect for a sale is encouraging, it is good business to put forth special effort to clinch it. A certain amount of time and energy has been expended and in order to make it count, the sale must actually be made.

Connect Your Store up With the Ad.

Extensive advertising is being done in connection with many articles carried in your store. Are you taking full advantage of this advertising by connecting it up with your store in a way to make sales? Many of your customers have probably been impressed by some outstanding ad. of some article you handle. Do you make any effort to drive home to such customers that fact that you handle the article in question? They are in a most receptive mood. It should be cashed in on.

Many dealers arrange window displays of national advertised goods, using advertisements from periodicals to connect their store up with the national advertising. Show cards can be prepared with advertisements pasted on. Some merchants go so far as to use their own advertising space to draw attention to the magazine advertisements of goods they handle, or to make the point that they handle national advertised goods in which the public are inclined to place much confidence.

In the passing it might be pointed out that some dealers neglect to make full use of their own advertisements. They can be pasted on the side of the window or used in show card form in the interior.

* * *

Business Men in Parliament

The new Parliament at Ottawa has over fifty business men among its membership. It is true that they are outnumbered by men of the legal profession. But fifty solid, sober business men ought to be able to guide the House aright when matters concerning the business interests of the country are under consideration. The professional politician is disposed to belittle the ability of business men in respect to the affairs of State. Unfortunately business men are sometimes as blindly partizan as any other class in the House, and consequently are just as likely to sacrifice the welfare of the country to the exigencies of the party. But fortunately the tendency is now in the opposite direction. There are probably more men in Parliament whose paramount interest is for the State than at any time in the history of the Dominion. Consequently it should be easier for the business men in the House to exercise their influence when issues appertaining to the industrial welfare of the country are in the balance.

Owing to the conditions created by the war, Parliament will of necessity be compelled to give more than usual attention to the solution of problems of a business character. It is fortunate, therefore, that the House has so many men among its members who possess the practical business mind.

Of Interest To All

Business men generally are either directly or indirectly interested in the abnormal situation which has developed in Canada in regard to the rate of exchange on the United States. It is nothing unsual for exchange on New York to be at a premium. During certain periods it is common. But that which is unusual is that the premium has recently gone as high as 1¾ per cent., which is a record.

The principal root of the trouble is the extent of the unfavorable balance in Canada's trade with the United States, the exports to the latter country last year being less than the imports from by about $400,000,000. Naturally, as a result of this marked inequality in the trade between the two countries the supply of bills of exchange on New York is away short of the demand, hence the abnormal premium now obtaining. When exchange is at a premium, or above par, it means of course that the importer who has to buy it in order to meet his liabilities has to pay that much more for his goods.

One way of adjusting matters is to increase exports to the United States and, on the other hand, to decrease imports from that country. But this is easier said than done. Judging from the deputations of business men which have been called to Ottawa recently, it is the intention of the Government to help matters by prohibiting the importation of non-essentials, because there are certain essentials, and particularly materials required for the making of munitions, which is desirable to import in even larger quantities than in the past. Still another method of relieving the situation, and one which is likely to be employed, is for Great Britain to arrange a credit in the United States to cover such portion of her purchases in Canada as are essential for the maintenance of Canadian industries engaged in making munitions and war supplies of various kinds.

In the meantime the machinery of international trade between the two countries is working anything but smoothly.

* * *

Feature Labor-Savers This Year

This is the big season for the sale of labor-saving housecleaning lines, and especially is there good reason for featuring them this year. On account of the scarcity of help, many housewives who have been accustomed to hiring assistance during the annual clean-up, will be compelled to undertake this work entirely themselves this year. Such housewives will be on the watch for preparations and appliances that will lessen this work, and the suggesgestion of suitable lines in display and advertisement should be productive of good results.

And get these lines to the fore early, for it is those dealers who begin to play them up while the season is yet young who corral the greatest trade.

* * *

Management That Gets Results

Everyone who has made any study of the matter recognizes that there is a big difference between the results secured by those who are in charge of help in a retail store—how some managers are unable to get efficient work and results out of their staffs while others can get a high degree of service from almost identical staffs.

The character of employees is frequently blamed for the inefficiency, but more often it is the fault of the manager. One type of manager who can never attain any great success is the one who is always afraid that others won't do the work assigned to them properly, and accordingly he burdens himself with so much detail work that he has neither time nor thought to give to the bigger factors in successful management. He is a putterer who is always fearful that work won't be done right unless he has a finger in it.

Another type of manager who never proves very successful in a business establishment is the domineering manager. He is the kind who may achieve results in handling people who work with their muscle and not with their head. He does so by driving them. Such methods do not get the desired results, however, with employees who use brains in their work.

The best type of manager is the expectant. He sets a standard of achievement for his employees and lets them know that he expects them to come up to it, and that each one will be rewarded according to the extent to which they measure up to the standard set. He is not backward in placing responsibilities on the shoulders of employees, and accordingly they put forth their best efforts to do what is expected of them in a competent manner. And they are more likely to prove successful because they are inspired with the confidence which the manager has placed in them.

* * *

The Annual Inventory

That most retail meerchants once a year at least take an annual inventory of their business may be taken for granted. It is also certain that an odd one here and there does not. We know of one retailer who had been in business five years before he was induced to do so. He had never hitherto felt his need of it. His business was a growing one, and apparently a prosperous one.

But one day he awoke to the realization of the fact that while in volume his business was steadily going ahead, his profits were not as large as formerly. And then he began to worry because of the fact that he did not know the reason.

In his dilemma he one day consulted a business friend. The first thing the latter wanted to know was when he had last taken stock, and on discovering that he had never done so, strongly advised him to undertake the task at once.

When the inventory was taken there was no longer any mystery regarding the diminished profits. It was all due to the fact that while the business had been growing, the stock he was carrying had increased at a faster ratio.

The retailer was wise enough to profit by his experience. Thereafter his stock was kept at a ratio more in keeping with his capital. His profits at the same time became more satisfactory.

A business man who does not take an inventory at stated periods, like a mariner who consults neither chart nor compass, is "at sea" regarding his actual whereabouts. And that is to court ultimate disaster no matter how fair the sailing may appear to be.

* * *

Talking Machines as Wedding Presents

Why not feature talking machines for wedding presents for June brides? A talking machine is not only an acceptable wedding gift, but will serve to remind the recipient of the giver constantly for years to come. Now is the time to make suggestions along this line, as people are generally looking around for suitable wedding presents for some time before the actual purchase is made.





China cabinet and buffet—pieces from attractive Queen Anne dining room suite being shown by Peppler Bros., Ltd., Hanover, Ont.

❖

Dinner wagon—No. 6077—manufactured by the Canada Furniture Manufacturers, Ltd.

❖

Library tables—No. 8408 and 8401—manufactured by the Geo. McLagan Furniture Co., in oak walnut and mahogany.







KNOBS *of* NEWS

J. A. Cantin, furniture dealer of Quebec, has recently registered.

The Ottawa Furniture Exchange, Montreal, has recently been registered.

The Rogovein Furniture Co. of Montreal, has recently been registered.

The Smith Furniture Co. Ltd., of London, Ont., suffered loss by fire recently.

H. Renber & Son, hardware and furniture dealers, of Elmwood, Ont., have dissolved.

Joseph H. Stewart, of Stewart Bros., hardware and furniture dealers, of Tilbury, is dead.

The furniture stock of the estate of E. F. Best, of Simcoe, has been sold to Wallace & Walsh.

G. G. Hendren, furniture dealer, of Lakefield, Ont., has been succeeded by Hendren & Hunter.

A frame storehouse at Stratford, Ont., owned by the Stratford Bed Company, was recently burned to the ground.

The Black Diamond Needle Co. of Montreal have dissolved, H. A. Bennister continuing under same style.

Chas. O'Brien, buyer for Washington & Johnson, Toronto, has resigned to take a place on the floor staff of the Robert Simpson Co.

F. C. Vanstone, furniture designer, of New York City, was a recent visitor in Toronto. He does a good deal of designing for a number of Canadian furniture factories.

The Toronto Cabinet Company Ltd., of Toronto, has been incorporated with a capital stock of $40,000, to manufacture furniture, woodenware and musical instruments.

The Kelowna Furniture Company, at Kelowna, Okanagan Valley, B.C., was recently reorganized under the name of the Woodcraft Manufacturing Company. The new factory covers a large floor space, and comprises a large general workroom, drying kiln, fuming chamber, painting, finishing and upholstering rooms, and showrooms. The new factory is equipped with a full line of woodworking machinery.

Andy Walsh, late of the Robert Simpson Co. and Washington & Johnson staffs, has put on khaki and is now in training for overseas service at Exhibition Park, Toronto.

The Kitchener Furniture Company Ltd., of Kitchener, Ont., has been incorporated with a capital stock of $40,000. This company has taken over the business of Grosz & Hohmeier.

The manufacturing part of the munition plant of the Canada Beds Ltd., of Chesley, Ont., was destroyed by fire on April 26, with an estimated loss of $40,000. An alien enemy is suspected with starting the fire.

J. H. Parkhill, formerly president of the Alaska Bedding Co., has returned to Winnipeg from the east, and will now devote his abundant energy to the David Bowman Coal & Supply Co., of which he has been vice-president since its commencement in 1904.

FURNITURE MEN CHANGE PLACES

Grosz & Hohmeier Ltd.. furniture dealers, of Kitchener, Ont., have been succeeded by the Kitchener Furniture Co. Ltd. Andrew Edwards, who represented the Waterloo Furniture Co., has become head of the new concern, buying out the interests and assuming all the liabilities of Grosz & Hohmeier. Mr. Grosz has taken Mr. Edwards' place on the road for the Waterloo Furniture Co. The Kitchener Furniture Company has been incorporated with a capital stock of $40,000.

"THE ALASKAN"

The initial issue of "The Alaskan," the new house organ of Alaska Bedding of Montreal Limited, contained many suggestions and ideas of interest and value to retail furniture dealers. A copy of this house organ, a well arranged and printed publication of sixteen pages, is available to every furniture and house furnishing dealer in Canada, for the asking.



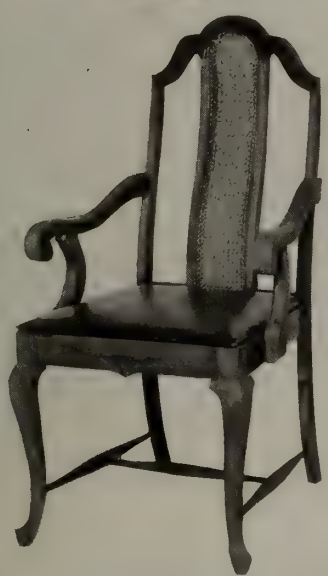
A section of the beveling department of the Phillips Mfg. Co., Limited, Toronto.

CHAIRS FROM CANADIAN FACTORIES

Some suggestions of Chairs for different purposes from Canadian furniture manufacturers.



No. 245





No. 238



No. 1900

No. 245—Upholstered rocker from the line of J. C. Mundell & Co., Ltd., Elora, Ont.

❖

No. 1900—Bent wood veneer seat chair for restaurant or ice cream parlor, manufactured by the North American Bent Chair Co., Owen Sound.

❖

No. 238—Diners from Queen Anne dining-room suite, manufactured by Peppler Bros., Ltd., Hanover. Ont.

❖

No. 1670-1 and 1670-5 — Two diners of attractive design from the Stratford Chair Co. line.





No. 1670-1 1670-5







Top—Two attractive new pieces being shown by the Canadian Rattan Chair Co., Ltd., Victoriaville, Quebec.

Centre—A nest of veneered frames and No. 16-2598, framed picture, from The Phillips Mfg. Company, Toronto, line.

Bottom—Bedroom suite, No. 334E, manufactured by the Knechtel Furniture Co., Ltd., of Hanover, in flat ivory and white enamel.





Columbia Grafonolas

Sell the Joy of Good Music--- Let the Price Fix Itself

No matter how little money a customer can afford to pay for good music, there is a Columbia Grafonola to suit his purse. The one he can afford to buy is the one to sell him. For, though it is the instrument that is delivered at his home, what he is really buying is the joy and comfort of music.

The low-priced model, at $24 or $38 will give him his desire. A moderate expenditure for an instrument will enable him to buy more records than if he puts nearly all his available purchase money into a higher-priced Grafonola.

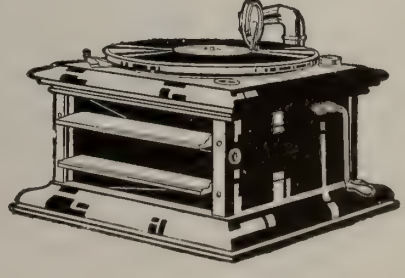
Acquaintance with the Grafonola, increasing enjoyment of the wide variety and splendid quality of Columbia music, will make your customer a regular purchaser of Columbia Records, and an advertiser of his Grafonola among his friends.

Some day he will buy a higher-priced instrument. That day will take care of itself, if you take care of his present desire in the right way.

Columbia superiority is as marked in the lowest-priced instrument as in the Grafonola de luxe.

Columbia Graphophone Co.
54-56 Wellington St. West Toronto

Columbia Grafonola, Price $38



Talking Machines in the Furniture Store

PHONOGRAPHS FOR JUNE BRIDES

THE time has now arrived for the dealer to begin to feature talking machines as gifts for June brides. The talking machine makes an appropriate wedding gift. It is both a piece of furniture for the home of the newlyweds, and a source of entertainment for the young couple and their friends for years to come. This is one prominent feature of the talking machine as a wedding present that should be played up strongly—it will prove a constant reminder tothe recipients of the donor for years.

People are generally aware of approaching marriages of their friends some time in advance of such events and are generally on the watch for a suitable gift for some time before it occurs. For this reason it will be found desirable to begin to feature talking machines in this connection well before June.

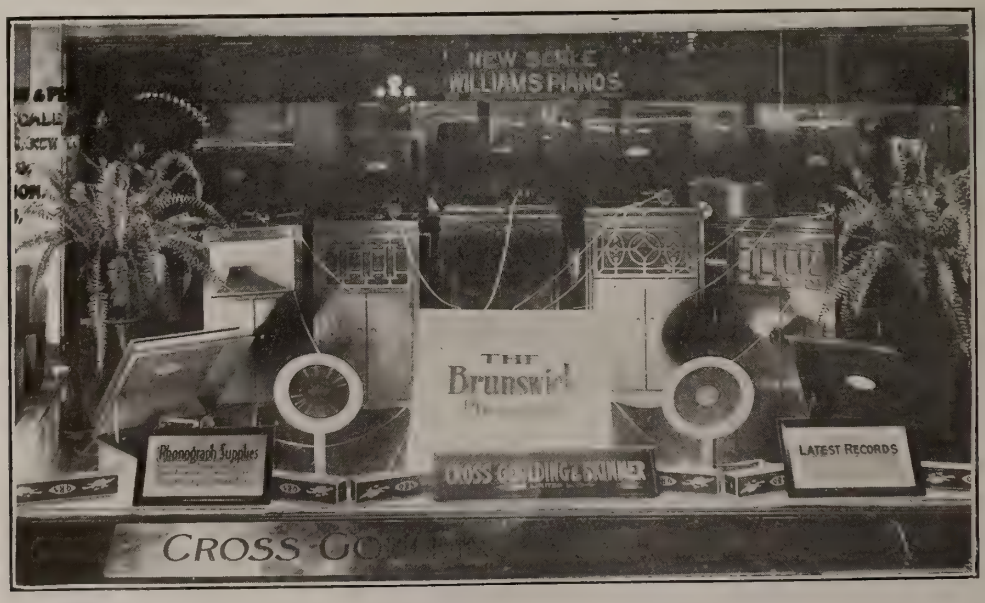
It is not often that the dealer has a chance to make a second sale of a talking machine to the same person, but this is one of those occasions, for it is the person who already owns a machine and appreciates its value who is most likely to choose one as a wedding present for his or her friends. Besides, those who already have a machine are likely to be interested in a real good instrument.

Most dealers will find it profitable to devote one or more window displays to this line of endeavor during May. A show card should, at least, be used in displays with some message such as, "A talking machine makes a most appreciated wedding gift"—"Give the new bride a talking machine"—"A talking machine will remind the newly married couple of the donor for years to come."

A similar appeal can also be used to advantage in advertising.

INCLUDE RECORDS IN ALL OFFERS

The thing that stops a good many people from buying an automobile is the thought about the gasoline, windshield perhaps, and many other "extras" that have to be purchased before a good many machines can really be considered "ready to ride." And the thing that makes a good many readers of talking machine ads. hesitate about purchasing a machine may be summed up in an expostulation made by a friend of mine, a woman who was reading a talking machine ad. on the front porch of a cottage at the beach one day, says the Chicago Furniture Journal. She said: "This advertisement is so clever that I feel like going right down and buying a talking machine. You know, I've intended doing so for a long time. But listen. This machine is advertised for $125 delivered right into the home, but you don't get a single record with it, and I just hate the thought of having to lay out a lot of extra money right at the start for records; and what good is a talking machine without records?" This woman, in the vernacular, "said a mouthful." Do you know how a lot of big city stores get around the hesitancy of this type of customers? They advertise no machines alone, but every ad. is an ad. for MACHINES AND RECORDS. No machine is pictured alone, either, but a bunch of records are shown with every machine. And the price is not "$125 for this beautiful machine," but instead it reads: "$137.50 for this beautiful machine and twenty records of your own selection. Long time terms cover purchase of machine and records." There you have it; and how much more inviting it is. Mrs. Smith doesn't hesitate to buy the machine because she does not dread having to buy twenty or so new records for cash. She buys them with the machine, on time.

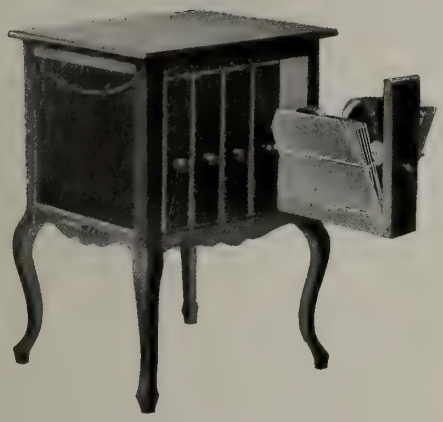


Well-arranged window display of phonographs and records, that will offer suggestions to the furniture dealer.

THE LATEST RECORD CABINET

Every Record at Your Finger Tips

Each cabinet is equipped with alphabetical index book for listing the records, and with numbered guide cards for placing between the records, so that the desired record can be secured from among a hundred or more without disturbing or handling any others.



Patented July 10th, 1917

Made in a variety of styles, in birch, quartered oak, and mahogany. Five-drawer cabinets such as illustrated have capacity for 100 records either 10 or 12 inch. Ten-drawer cabinets have capacity for 200 records.

Every owner of a gramophone should have one of these cabinets.

Write us for cuts and prices.

THE ORILLIA FURNITURE CO., LIMITED

ORILLIA, ONTARIO

The Walker Talker



Guaranteed to be equal in tone quality to any talking machine on the market, regardless of price.

The WALKER TALKER is the most distinctive in musical qualities, appearance and operation. It appeals to the people who recognize merit—and buy accordingly.

The WALKER TALKER will play any make of disc record.

Write us to-day for agency proposition. It will interest you.



The WALKER is fitted with the BROOKS AUTOMATIC REPEATING DEVICE and operates with a large double spring motor, which plays the regular 10 inch record ten times on one winding. The Electric Motor is best ever designed for this special purpose, is silent running and non-heating. It is adjustable to the voltage of any city lighting current—direct or alternating.

The Walker Bin and Store Fixture Company

LIMITED

KITCHENER - ONTARIO

Don't Judge Customers by Outward Appearance

You can't always tell by the appearance of customers how much money they may have to spend.

By ALFRED PARSONS

IN the business of selling talking machines, or in the music trade field as a whole, the outward appearance of prospective purchasers is not always a safe guide to judge of their purchasing ability, says the Talking Machine World. There is a time-worn story in the piano trade of a rural gentleman who entered a fine piano wareroom, was side-stepped and joshed by all the star salesmen, and finally was turned over to a "rookie" for final consideration. The old gentleman tried out the piano with fingers knotted by earnest toil, and with finger nails in deep mourning. The final outcome was that he bought a magnificent grand and paid cash for it, taking the money out of a greasy old wallet dragged from the depths of one of his overall pockets. The illustration is one that draws deep laughter from the all-wise salesman.

Treat Each With Equal Courtesy

One of the first pieces of advice which capable managers give to salesmen is to treat every customer with equal courtesy and consideration, regardless of their apparent circumstances. That this should be the natural attitude without suggestion goes without saying, but it doesn't require a psychologist to note how fine clothes and a suave, cultured manner win the immediate attention of talking machine salesmen, as compared with the indifference shown the ill-dressed, uncultured visitor. An excellent illustration of how this attitude works in another branch of the industry is pointed out in the experience of a man who related it in this wise:

"Some years ago a salesman entered the employ of a piano house and worked hard to make a record. It was when player-pianos were new and the selling of them was hard work. This salesman was lolling about the warerooms hoping for the best, when late one afternoon an old chap, who would have been better off for a good scrubbing, and whose clothes were not only unkempt but had the fragrance of the stable about them, entered the wareroom. The salesman sized the visitor up either as a poor farmer or a stable hand. He was about to pass some bright and witty remark when there flashed through his brain the story of the old farmer. He said to himself, "Well, I have nothing else to do this afternoon, I might as well talk to this man."

You Never Can Tell by Appearances

"I want to see one of these here piano players," said the visitor. The salesman looked him over, and finally decided that it wouldn't do any harm to let him look at them, so he conducted him to the upper floor where the player-pianos were displayed and proceeded to demonstrate. As he played, the old gentleman's feet began to quiver, and finally ended by beating time to the music.

"Pretty fine piano," he said, "how much?"

"Seven hundred dollars," answered the salesman.

"That so? Got any better ones?"

"Sure," said the salesman, and conducted him to a large and massive instrument.

"This sells for $850."

"How much for cash?" asked the visitor while the salesman's brain began to reel.

"Seven hundred and sixty-five dollars for cash," was the answer.

"All right, deliver it to-morrow," said the customer, and proceeded to draw from the inner recesses of his coat a long black stocking, simply full of money of all kinds, small change, bank notes and cheques. The $765 was counted out, a receipt given and the sale closed.

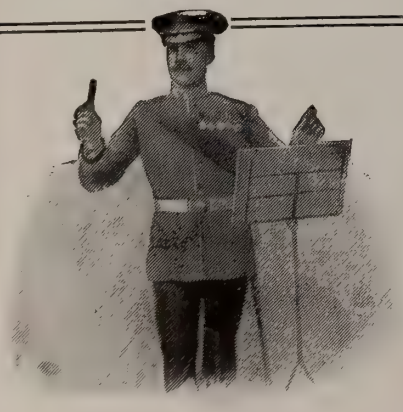
The salesman was naturally curious, and at the first opportunity stopped at a nearby town where the player was delivered, ostensibly to see if it had given satisfaction, and found that the man was a prosperous farmer and well off. Moreover, he had come to the store direct from the court house where he had settled an estate for his niece amounting to something over $100,000—hence the stocking full of change.

"After that," declared this salesman, who, by the way, is now a successful executive of a talking machine concern, "the rougher they looked the better I treated them."

Selling Higher Priced Machines

During Christmas time in a town not far from New York, two of the most expensive styles of talking machines were purchased by customers whose outward appearance would not indicate that they could afford to buy a $15 machine. The salesman was so unimpressed with the appearance and supposed financial inadequacy of his visitors that the head of the business, who happened to be around at the time, was forced to the opinion that these people were not being handled discreetly. He took them in hand himself and sold each of them a $200 machine, much to the amazement of the salesman who first dickered with them when they entered the store. As a matter of fact, clothing doesn't always proclaim the size of the pocketbook.

Needless to say that circumstances like these are unusual, for there are few businesses where the salesmen are so efficient, so courteous, and so attentive as in the talking machine trade.



Large Shipment of Summer Records
Just Received
Order at once
"Guardsman"
Double Disc 10 inch Records
Made in England
BRITISH capital, labor, material
Viola Phonographs
Wholesale Prices and Catalogues sent on application
Dominion Sewing Machine & Phonograph Co., Winnipeg

100% PROFIT 100%

FOR DEALERS HANDLING

The "Symphonola"

CANADA'S NATIONAL TALKING MACHINE



No other talking machine on the market offers such inducements to the dealer.

This high-grade universal talking machine is offered to the trade with an iron-clad guarantee from Canada's largest manufacturers of phonographs (exclusively.)

The determination of the Canadian Symphonola Co. has been to manufacture talking machines that will play any make of disc record and play them perfectly, including Edison, Victor, Columbia, etc.

FIVE STYLES, FINISHED IN EITHER OAK OR MAHOGANY.

SELLING RETAIL *at from* **$60.00** *to* **$225.00.**

Terms on Enquiry

SATISFACTION

Much of the joy of life comes from the knowledge of having accomplished something—having done something and done it well. This is the joy that our dealers feel, when they deliver to a customer any machine we manufacture.

Without any obligation whatever on your part, we will deliver one of our Symphonolas for your inspection, and if it is not superior to any machine on your floor, considering price, it may be returned at our expense.

MADE IN CANADA BY

Th Canadian Symphonola Company, Limited

31-37 Brock Avenue - Toronto, Canada

It Pays to Set One Price and Stick to It

An address showing the detriment to business of illegitimate price cutting.

By ADDISON A. PEGG
Sales Manager, The Nordheimer Co., Toronto.

THE subject on which I have been asked to speak is, "The Detriment to Business of Illegitimate Price Cutting." This, I regret to say, is still carried on by more of our business houses than you can imagine, and this does not apply to any business in particular. As you all know I happen to be engaged in selling pianos, a business, which unfortunately lends itself to the evils of price-cutting, as much, and perhaps, more, than the average business concern engaged in the marketing and selling of goods. I am very glad to say, however, that the practice, as in every line of business, is fast disappearing, and I am hoping that the day is not far distant when the houses, which encourage and practice it, will improve their methods, for it is, indeed, a relic of the dark ages, and should be buried with them.

When Barter Was the Rule

I can well remember the time when as a boy, of the bartering, which was invariably the custom, when the purchase of a suit of clothes was made, and if a very substantial reduction was not given, from the price originally quoted, there was no sale. I am confident that notwithstanding the reduction a sufficient margin was made to ensure the merchant satisfactory profit, thus proving the old saying, "You can not beat a man at his own game." This was not only the custom in clothing houses, but in business in general. I happen to know of a boot and shoe store, in this city, which, not many years ago, paid its clerks or salesmen, in accordance with the excess profits which their sales would show. That is to say, if a pair of boots were worth $4.00, and the salesman could sell them for $4.50, he would be recompensed to the extent of 50c on that particular transaction.

Cutting Hurts the Salesman

It might be well in discussing this subject, to take it up from different angles, and consider its effect.

First, from the salesman's standpoint: In my opinion, it is such practice that I have just cited which has caused the public to exercise a certain amount of caution when dealing with professional salesmen. This, I think, you will all agree with me, is most unfortunate; for when a feeling of that kind exists in the mind of the buyer, the salesman is considerably handicapped in getting that confidence which is so necessary in order to close the sale. In addition to this, it has a very detrimental effect on the efficiency of the salesman, for instead of having his mind centred on the one objective, of convincing his customer of the value and quality of his goods, his mind is occupied in sizing up his customer to arrive at a conclusion, as to the size of the customer's pocket-book, or what would be a safe quotation to make. Thus you will see that the salesman cannot approach in any way 100 per cent. efficiency as a salesman, when his interests are divided.

The Moral Viewpoint

Take it, again, from the moral viewpoint. No salesman can have the same respect for himself, when he is practicing the dishonesty, yes, I say dishonesty, of charging one of his customers more for the same article, than is charged to another, and when this sort of thing is continually practiced, it affects his whole moral viewpoint, for no matter how carefully he has been reared, and taught the lesson of honesty, and integrity, it will not be long before he will be untrue to those teachings in other things, and when this happens, who can foresee, what the future will bring forth?

We will now consider the effect of price-cutting from the viewpoint of the store. In my opinion, no business can prosper, as it should prosper, when its policy is illegitimate price-cutting, and before I go any further it perhaps might be well to draw the lines sharply between what I consider legitimate, price-cutting and illegitimate price-cutting.

When Cutting Is Legitimate

There are many reasons why a merchant may honestly mark his goods down. For instance, a particular line is not moving and the style is going out, or the manufacture of the article is being discontinued, or the stock may become too large, or reducing for stock-taking, or so on. These reasons, when the goods are marked in plain figures, are what I call legitimate reasons for price-cutting, for it suits the purpose of the merchant to turn these goods over for a small margin or perhaps to sell at cost in order that he may be able to use the capital tied up in these goods, for other purposes. This, in my opinion, is sound business.

What I mean by illegitimate price-cutting is the practice of accepting less for the goods than the price tag calls for, if the buyer is shrewd enough to drive a tight bargain.

What I mean by this, can best be explained by giving you an authentic instance of what happened in one of our stores. A prospective buyer came into the establishment to buy a piano, and after the instrument had been shown and a particular style decided on, which suited in every way, the customer said to the salesman: "Now I want the very best spot cash price on that piano, and then I will make you an offer."

What would necessarily happen there, if the sale was made in accordance with this buyer's idea, would illustrate what I mean by illegitimate price-cutting.

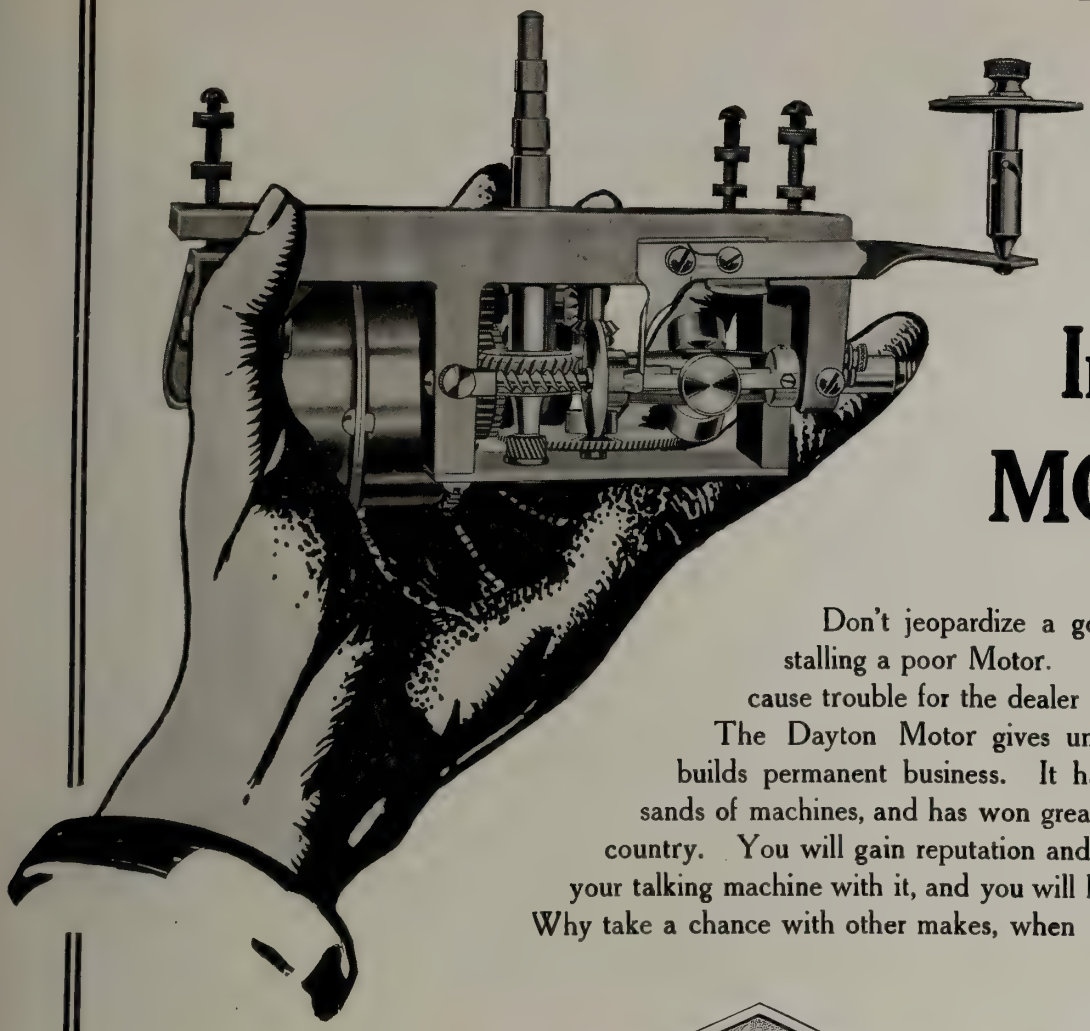
I made the statement a moment ago, that I did not think a business could prosper as it should prosper, whose policy was to make a special price for such a customer.

The first reason I would give would be because it could not enjoy the fullest confidence of its patrons, and we have more than one eminent authority who says: "Confidence is the basis of trade."

This, I am sure we will all agree with, that a business cannot gain complete confidence of its patrons whose policy is "Charge all the traffic will bear."

The One Price Policy Pays

The policy opposite to this we find in practice in the leading departmental and specialty stores, highly re-



Beware of the Inefficient MOTOR!

Don't jeopardize a good phonograph by installing a poor Motor. You hurt your business, cause trouble for the dealer and displease the user. The Dayton Motor gives universal satisfaction and builds permanent business. It has made good in thousands of machines, and has won great popularity all over the country. You will gain reputation and re-orders if you equip your talking machine with it, and you will have no Motor troubles. Why take a chance with other makes, when

Runs Evenly

MHM DAYTON MOTOR

Runs Silently

is considered by manufacturers and users as being the Best Motor in the world. Dayton Motors embody the highest quality of mechanical perfection. Made in three styles and four sizes, noiseless, easy winding and durable.

DAYTON TONE ARMS are universal, playing any disc record. Five styles.

DAYTON REPRODUCERS are scientifically correct and thoroughly practical. Two styles.

Write for full particulars to-day. Let us show you it is to your interest to use the

DAYTON QUALITY TRIO

THE THOMAS MANUFACTURING CO.

328 BOLT STREET - DAYTON, OHIO.

Toronto Office: 911 Kent Bldg.

spected business houses, whose motto is "One price to all and money back if goods are not satisfactory."

Everyone is familiar with the marvellous growth of some such stores.

I have shown from both the point of view of the salesman and the business itself, that the illegitimate price-cutting, is a detriment to any business.

We have now considered price-cutting from the salesman's standpoint, as well as that of the owner's.

Now let us look at it for a moment from the angles of the general buying public and suppose we consider what the effect would be if every business institution was run on these lines. What would be the immediate result? Confidence in business would be almost unheard of. Such a thing as respecting the salesman's word, concerning the goods he was selling would not be considered and because the great preponderance of our citizens are business people the effect of this system would spread into the social life as well.

If we allow our imagination a little freedom, we can see where this would bring us. The laxity in business principles would soon result in laxity in morals, and laxity in morals is not far removed from crime. No doubt some will be saying, "Well, that is a pretty blue picture you are painting." Well, I am considering it from a point of view of every business house being run on the "Get all you can for the goods" system. Fortunately, the great majority of our business, is done on the one price basis, and I am only glad, indeed, as I said before, that the old order of things, in this respect, is dying out.

The Cut-Rate Store

There is one other store which might be considered in this discussion, and for a better word, might be called neutral, in that while it is known as a cut-price store, its price each day is the same to every buyer who comes in that day. I have no doubt but that a great deal can be said, both for and against business houses of this kind. Establishments of this nature, are almost exclusively confined to the drug trade, and they have been eminently successful from a financial point of view, and they do enjoy the confidence of the public.

From an ethical point of view, however, I am not quite sure whether it is quite right in having a manufacturer of some preparation spend thousands of dollars in putting his goods on the market at a certain retail price, to have them offered by an establishment of this kind, at a price very considerably less than what the manufacturer has been advertising it. This, to my mind, is hardly treating the manufacturer fairly, and might give the public an impression that the manufacturer was an extortioner.

Also, it has, to my knowledge, a very unsettling effect in the business of the small retailer, who has to turn these articles over at the price advertised, because of the fact, that the volume of his business, being so limited, he is not able to cope with these cut-rate stores, who have such an immense turnover.

In many cases the retailer has to do either one of two things: he has to meet the prices set by the cut-rate store or go out of business.

SELL THE NEWLY-WEDS A PHONOGRAPH

When the prospective or already-has-happened newlyweds come into your store to select furniture and equipment for their new home, do not neglect to bring the phonograph to their attention. Not only is it an attractive piece of furniture for the home, but a source of entertainment as well.

Even where there seems little prospect of an immediate sale, it will be found good business to get the young couple to hear one of your machines. It may pave the way to a sale at some later date. Frequently, the young man is not overly flush with money and is able to provide only essentials on the start. Later on he will be interested in a talking machine and there is nothing like paving the way for that sale.

EDUCATING PEOPLE TO HIGHER FORMS OF MUSIC

The dealer will find it good business to educate his customers to the higher forms of music, especially operatic music.

To do this properly he should first educate himself. The man who deals in music should know and prefer the highest there is in music, bearing in mind that very often the tastes of a dealer are reflected in his customers. A dealer can have great influence in shaping the record purchases of his customers. Some dealers make no effort in the direction of selling operatic records, reconciling their consciences by saying there is no demand for high-priced records in their community.

Do not be deceived by the notion that there is no demand for operatic records in your community. There is such demand in your community if you will only take the trouble to create it or find out where it lies. By his own likes and dislikes a dealer often limits record business. We have in mind the case of a record customer who once bought only the cheaper records. Never was he known to pay over $1.00 for any record, but he was an exceptional customer and every low-priced record on every new supplement went into his library. On one occasion his dealer mentioned operatic records to him, but he vetoed the suggestion instanter and the dealer never mentioned the subject again.

One day this customer chanced into the store of another dealer. This dealer knew his music—knew the beauties of better music. It took about half an hour for this dealer to convert this customer, who heretofore had never bought high-priced records, into a customer who subsequently bought every operatic record on every supplement. To-day this gentleman has one of the largest libraries of operatic music in the world. Why not try to convert one of your cheaper record customers into a better customer? You will be serving yourself and your customer at the same time. Certainly infinitely greater satisfaction and pleasure is to be found in the higher forms of music than in music that passes in the night.

HANDY DEVICE FOR OPENING DOOR

A number of retailers in an Ontario town, have a handy device attached to their street door for the purpose of opening it on the approach of a customer from either the outside or inside.

It consists of a small cord running along the side of the store and attached to the door so that the latch can be lifted and the door opened by the person near the rear by a simple pull of the cord which hangs down from the top of the shelving so that it can be grasped by the clerk.

When a customer is entering or leaving the store with her arms full of parcels she appreciates having the door opened for her and this ingenious device makes this possible without loss of time.

A PHONOGRAPH SENSATION!

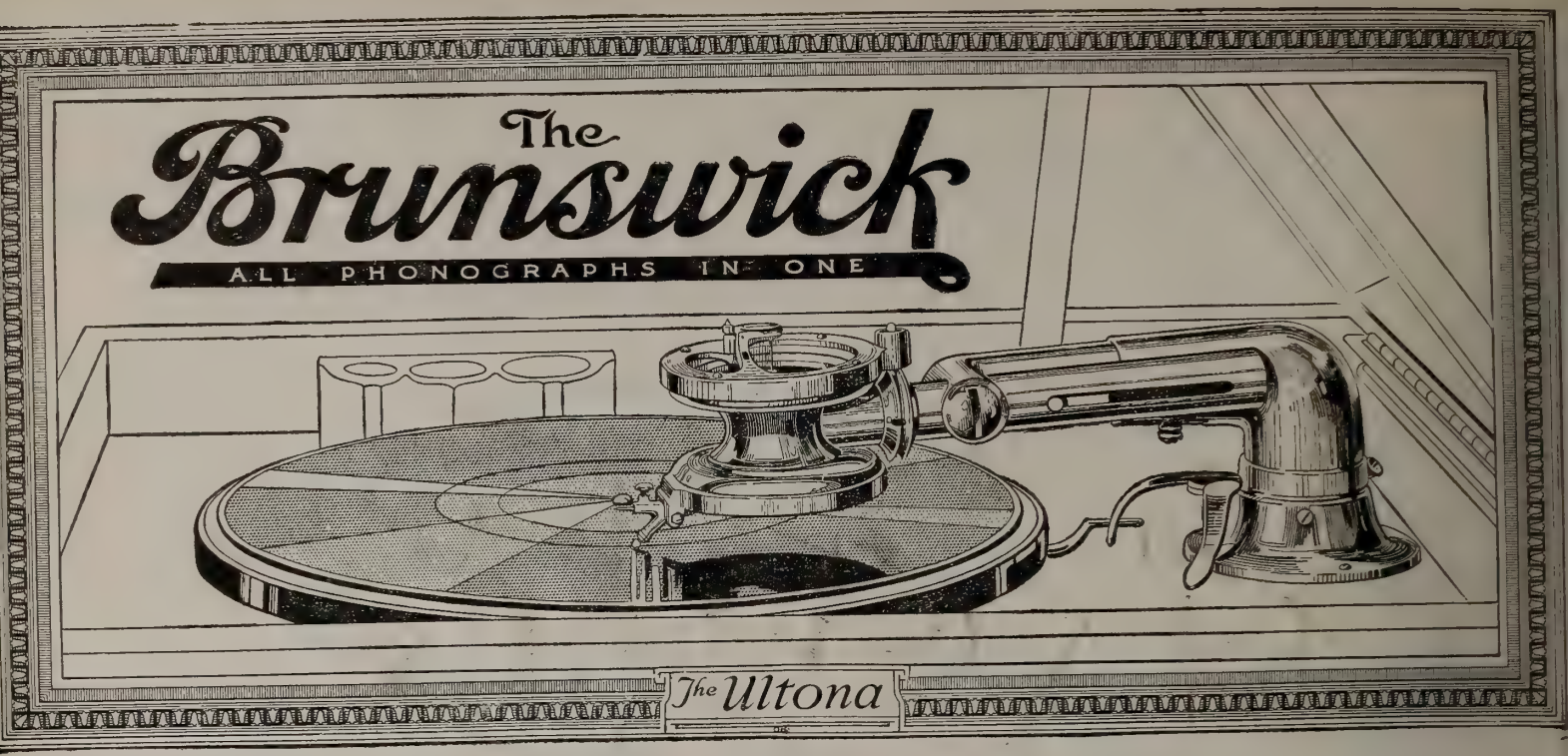
What it means to you

At last you can

Represent an instrument which

Plays ALL records PROPERLY

TURN OVER AND FIND OUT



NOW! The Final Achievement

Which Plays ALL Records PROPERLY

At last, a new method of reproduction has been invented which is a real sensation.

This latest Brunswick invention is one of the supreme achievements in phonograph history.

The Ultona reproduces each type of record PROPERLY—according to exact requirements—the proper diaphragm, the exact needle, the precise weight.

The Brunswick dealer is the only dealer who can now truthfully say that he sells a phonograph which plays ALL records exactly as they should be played.

The Ultona revolutionizes old ways of playing. It removes all limitations.

The New Brunswick has a tremendous appeal, it is what the public have been waiting for, and what interests you is that we are going to tell every one about this final achievement—we will create the buyers' interest for you and bring them into your store to hear the superior tone of the ALL-Record Brunswick. The new Brunswick has a real appeal.

Those Brunswick dealers who are fortunate enough to represent this COMPLETE instrument have absolute confidence of splendid returns.

The live, progressive dealer is going to see that he secures this new Brunswick line. Are you one of them? Some territory is still open. Send for full particulars at once.

You want this new Brunswick, don't let someone beat you to it. Drop us a line to-night.

Remember you have The Brunswick Record to link up with this line.

THE MUSICAL MERCHANDISE SALES COMPANY

Excelsior Life Bldg., TORONTO

BRANCHES: MONTREAL AND WINNIPEG

Dealer Sells Phonographs Under Guise of Householder

Chicago dealer uses classified advertising columns to dispose of new phonographs by advertising in guise of offering of private householder.

THIS is an era of new methods of merchandising, both commendable and otherwise. Sad to relate, many of the new schemes are of the latter variety. One of the most recent of these has to do with the sale of talking machines. Its birthplace is in Chicago, and as yet has not spread to Canada—at least not to our knowledge. It is well, however, that the trade be put on its guard so that any scheme of this kind in Canada may be quickly squelched.

This new scheme is operated through the "want ads." in newspapers, and is designed to deceive the buying public, is the charge made by the National Vigilance Committee of the Associated Advertising Clubs, which has issued a bulletin on the advertising of one R. Nordin, of Chicago, who is using this plan to sell talking machines. The bulletin, which was sent to the classified advertising managers of leading newspapers throughout the country, asked the co-operation of the papers in keeping Nordin out of their advertising columns. It went into some interesting discussion of "gyp" dealers, referring to Nordin as a "gyp," operating nationally.

How "Gyp" Dealers Operate

Many instances have been found where newspaper classified columns are being used—rather. abused—by "gyp" advertising, particularly in furniture, piano and phonograph lines.

The "gyp" may be defined as a dealer who disposes of new merchandise from a residential address, by advertising in the guise of a private householder offering his own used goods for sale. As fast as sales are made the "gyp" replenishes his stock, which is often of the cheap, flashy order. His advertising is misleading, undermines public confidence and hurts legitimate business.

The Case in Question

While the "gyp's" obnoxious practices are usually confined to the community in which he operates, there is the case of R. Nordin, (alias A. Nordin, F. Nordin, B. Nordin and R. M. Nordin) 3166 Ogden Ave, (formerly advertising from 1922 South Kedsie Ave.) Chicago, who might be called a "national" classified advertiser, who also uses the United States mails. A number of leading papers have refused Nordin's advertising, because of facts secured through local Vigilance Committees and Better Business Bureaus working in co-operation with the National Vigilance Committee, and because of exposures through music trade channels. Here is one of the Nordin advertisements that appeared in Milwaukee papers:

> "RARE OPPORTUNITY — For sale, my beautiful $150 Victrola size phonograph and records; guaranteed 10 years; will accept $60; used only 10 weeks; wonderful bargain; will ship C. O. D., allow examination and trial without one cent deposit. If found unsatisfactory will pay freight both ways. Write A. Nordin, 3166 Ogden Ave., Chicago, Ill."

The use of the word "Victrola" is misleading. Nordin handles the King phonograph. He is "manufacturer, representative and distributor" (according to his own letterhead, which he seldom employs in his correspondence.) Plain letter paper is used to answer inquiries—evidently to add to the private-sale disguise. The classified reader who answers Nordin's advertising receives a hand-penned letter in a woman's handwriting on a plain note size, four-page sheet of paper. The letter cites that the machine has only been used "about ten weeks," is in "perfect condition," and "we have ten records that goes with it," and that it is easy to ship as "we have the box in which the machine was packed." Several photographs of the machine which "we happen to have" are enclosed. The purchaser is deluded into thinking he is getting a slightly used machine at a wonderful bargain price, for does not Nordin's advertising say he "will accept $60" as the machine "has been used only 10 weeks?" The fact is that the King machine which Nordin sends out is absolutely new in all its parts, is spick and span, even to the packing case, because both are just leaving the "factory." It has not "been used ten weeks" and Nordin is willing to "accept $60" because it is his regular price.

Newspapers have it in their power to put the "gyp" out of business through declining his advertising. To make classified advertising confidence-inspiring and trustworthy it is necessary to throw out all that tends to wreck confidence. A considerable number of newspapers bar this kind of advertising and find it to their advantage and to the advantage of their readers.

The Selling of Talking Machines

By George W. Hopkins

SOME very important factors in the selling of talking machines were brought out by George W. Hopkins, general sales manager of the Columbia Graphophone Co. in an address at the annual banquet of the Talking Machine Men, Inc. He declared that in his opinion the business men of the country should endeavor to do twice as much business as in the past, as one factor in doing their part in the war and in developing the nation's financial power. He spoke of what talking machine manufacturers are doing—by supplying music that aids in assuaging the sorrows of those who are called upon to face the loss of loved ones, and likewise helps the boys actually in the trenches, by providing them with cheering melodies. In every sense the business is essential.

Mr. Hopkins described the operations of the price cutter and the reason for his actions: and told how certain standard articles were offered at reduced prices, with a view to selling the customer other articles upon which a profit could be made. The speaker drew upon his experiences in other lines of industry to prove the necessity of the salesman believing first in his own product and mentioned that only the man who is himself sold on his own product can really be successful.

Mr. Hopkins said it is his belief that the average talking machine salesman was too technical and failed to realize that the buyer likes to be flattered by hav-

ing the features of the machine or records presented to him in a manner that he can understand and appreciate.

For the dealer and manager Mr. Hopkins declared that the head of the house should endeavor particularly to stamp his personality on the people employed by him, and by that means multiply himself among his salesmen. Everyone likes to do business with the head of the house, he said, and proper training will give to assistants the ability to give the same personal sort of service.

"Don't run your store the other fellow's way, but work out your own way," said the speaker. "To follow in the footsteps of a competitor and to adopt his ideas is a sign of weakness and the imitator rarely meets with any success. Think up new ways of getting and holding it. As an instance in point, don't leave a customer alone in a booth while searching for the record he has asked for. See that there is a selected bunch of records in each booth, and put one on the Grafonola and start it playing, on leaving the room. This idea has actually resulted in increasing record sales where it has been adopted. There are also many other plans that will get results if properly applied.

"Endeavor to learn of the houses in your vicinity which are not supplied with Grafonolas. Then take a snapshot of the house, have it finished and attach it to the head of a letter, send to the owner or occupant of that house with the query: 'Why is there not a Grafonola in this house?' accompanied by a short selling talk. The personal touch is almost sure to make the proper impression."

Mr. Hopkins also made a plea for consistent and liberal advertising by the dealer, and stated that statistics show that 84 per cent. of the business failures are among non-advertisers. He also maintained that organization funds should be used liberally in the cause of music, with the ultimate idea of making America a singing nation.

RECONSTRUCTION PERIOD IN FURNITURE INDUSTRY

Col. Carnegie, head of the ordinance section of the Imperial Munitions Board, addressed a representative gathering of furniture manufacturers at a meeting of the Canadian Furniture Manufacturers' Association, held in the Canadian Manufacturers' Association offices in Toronto, on May 6. Mr. Moss, of the Crown Furniture Co., Preston, and chairman of the Furniture Section of the C.M.A., presided. He called on Mr. Shaw, of the Canada Furniture Manufacturers, Ltd., Woodstock, to introduce the speaker of the afternoon, which he did in a neat, complimentary speech.

Col. Carnegie, who has given a number of addresses before other public, commercial and industrial bodies, made his remarks applicable to the furniture industry, and he spoke from the angle of the buyer, the seller, the manufacturer and the worker. He told of the benefits of co-operation as opposed to competition, and emphasized a plea for standardization. Dealing with furniture statistics as found in Governmental reports. Col. Carnegie made a comparison between the years 1909 and 1915, showing a seeming decline in the industry of the later year. This, of course, was due to the war; but the men who have gone to the front will come back, and now was the time for furniture manufacturers to prepare for the reconstruction period that would follow this world war. Col. Carnegie also pleaded for the workers, saying a better understanding was now being obtained that is mutually beneficial.

Messrs. Smith, Owen Sound, and George McLagan, Stratford, moved a vote of thanks to the speaker, which was adopted unanimously.

Mr. McLagan reported on his visit to and interview with the War Trades Board at Ottawa, on matters affecting the furniture trade and industry. It was possible, he said, that the Government might place an embargo on the importation of furniture into Canada, as might also be done with other lines manufactured in the Dominion. He could not speak definitely on this, however.

Another matter he had to take up with the Board was regarding the importation of various woods used in furniture making. As yet, the U. S. Government had not placed a prohibitory law against the exportation of these woods. They were of course subject to license, and Mr. Shaw had that afternoon received a telegram from the secretary of the Board, stating that the licenses were still being O.K'd at Washington.

Mr. Shaw, as spokesman for the special committee dealing with the placing of the Association and the furniture industry on a better and higher level, reported the several meetings of himself and confreres —Messrs. McLagan, Knechtel and Smith—and moved that Clarkson, Son & Dilworth, expert accountants, be appointed to make a special report on the matter by sending out a questionaire and interviewing some representative furniture firms. Mr. Knechtel seconded, which after a slight discussion was adopted.

Secretary Cawkell explained the workings of the Federal Trade Commission of the United States, which had been appointed in the fall of 1914 to prepare for after-the-war trade. That commission had found that what was wanted was a process of education and the adoption of a cost system. Here in Canada we wanted a similar plan. We furniture manufacturers wanted to adopt, first, a uniform cost system; second, one method of dealing with depreciation; third, the opening of debit and credit accounts, which will check up all supplies.

Mr. Cawkell reported three new firms applying for membership in the Association within the past week, and stated that when a couple of other concerns had come in, the Association would be one hundred per cent. efficient.

LINOLEUM WANTED

She had been sitting in the furniture shop nearly two hours, inspecting their stock of linoleums.

Roll after roll the perspiring assistant brought out, but still she seemed dissatisfied. From her dress he judged her to be a person of wealth and thought it likely she would have a good order to give.

When at last he had shown her the last roll, he paused in despair.

"I'm sorry, madam," he said apologetically, "but if you could wait I could get some more pieces from the factory. Perhaps you would call in again?"

The prospective customer gathered her belongings together and rose from the chair.

"Yes, do," she said with a gracious smile, "and ask them to send you one or two with very small designs, suitable for putting in the bottom of a canary's cage."

The Great Traders of the Great West
THE HUDSON'S BAY COMPANY.

Adams

H. L. Hewson & Son, Limited

C. W. Lindsay Limited

Ed. Archambault

THE NOVA SCOTIA FURNISHING COMPANY, LIMITED

A. J. Freiman

MARSHALL-ECCLESTONE, LIMITED

BURROUGHES
Cor. Queen & Bathurst Sts.

Greenwood & Vivian, Limited
FURNITURE, CARPETS, CURTAINS AND RUGS

P. T. LEGARE LIMITÉE
MANUFACTURIERS ET NEGOCIANTS

The Dale Furniture Co. Ltd.
304-308 YONGE ST. Near Dundas St. E.

The Robert SIMPSON Company Limited
TORONTO, CANADA.

CHARLES AUSTIN CO. LIMITED

TRADE MARKS AND NAMES FAMOUS IN THE CANADIAN BUSINESS WORLD.

SUCCESS is not accidental, but comes from keen analysis of what the public wants, together with shrewd foresight in buying.

The combined brains behind these big establishments could not be hired at any price.

They were all unanimous in selecting the

Pathephone

and Pathe Records as the right talking machine proposition for their store.

Can you wish for any better evidence as to why you also would be well advised to investigate the possibilities of a Pathe agency in your vicinity.

Confidential Booklet upon request

The Pathe Freres Phonograph Co. of Canada
Limited
4-6-8 Clifford St., TORONTO

DISTRIBUTORS

Ontario—
Pathe Freres Phonograph Company of Canada, Ltd., Toronto.
Quebec—
Pathe Freres Phonograph Company of Canada, Ltd., Birks Bldg., Montreal.
C. W. Lindsay, Ltd., Montreal.
Manitoba, Saskatchewan, Alberta and British Columbia—
R. J. Whitla & Co., Ltd., Winnipeg.
New Bruiswick, Nova Scotia and Prince Edward Island—
H. L. Hewson & Son, Ltd., Amherst



R. S. Valiquette LIMITED

Baum & Brody

Eug. Julien & Cie, Limitée

Home Outfitting Co.
LIMITED

THE E. J. COLES CO'Y.

SCHREITER'S LIMITED
The House of Quality

H. P. LABELLE & CIE, LIMITÉE

THE ONTARIO FURNITURE CO.
LIMITED

R. J. Whitla & Co. Limited

The McIntyre House Furnishing Co.

LIEUT. JOHN A. GIBSON MAKES SUPREME SACRIFICE

ACCORDING to information received on Thursday April 4, Lieut. John A. Gibson, of the 116th Canadians, died of gunshot wounds in clearing station No. 57, France.

Lieut. Gibson was one of the group of officers who recruited the 126th (Peel) Battalion and went to England with that Battalion. Later he was transferred to the 116th under Col. Sam Sharpe, and had been in



LIEUT. JOHN A. GIBSON.

service in France since February last. He was gassed and slightly wounded on a former occasion. For some months he had been acting captain, and had been taking a special course just prior to the last German offensive.

For several years prior to the war, Lieut. Gibson was a member of the staff of The Commercial Press, Limited, starting in a junior capacity. His earnestness, aggressiveness and keen intelligence, however, had lead to such steady advancement that at the time he left for active service he was one of the advertising managers in connection with the technical papers published by this company.

A man of most serious purpose, "Jack" Gibson always held the love and respect of all his fellow-workers in the company. His death will be learned too, with deep regret by hundreds of advertisers in our papers, as he had the habit of winning the warm regard of the man he did business with.

Lieut. Gibson is the third member of the sales staff of this company who volunteered for service out of a definite sense of duty to his country, and who has given his life for the sake of liberty. Lieut. L. M. Connell was killed early in 1916, and Sergeant R. E. Howson, in August, last year.

To one who has known intimately such splendid young men, the horror of war is made very real indeed. At the same time the sacrifice of such lives lays upon the community the obligation that their deaths shall not be in vain; that such further sacrifices be made as shall ensure the defeat of the war lords of Germany, so as to be a guarantee of the future peace of the world.

MUSICAL INSTRUMENT BUSINESS IS PROFITABLE

That there is a worth-while profit in the musical instrument business when trade is gone after aggressively is indicated by the following report from Montreal, in regard to C. W. Lindsay, Ltd.:

"At the annual meeting of C. W. Lindsay, Ltd., held at the head office of the company here, the chair was occupied by C. W. Lindsay. The financial statement presented by the company's auditors, A. K. Fisk, Skelton & Company, showed a thoroughly satisfactory year's business. Indeed, so successful has been the fiscal year just closed that the Board of Directors voted, in addition to a 10 per cent. cash bonus to the staff at all branches, a stock bonus of 25 per cent. payable out of the undivided profits and to holders of common stock. The usual dividends were declared, viz., 7 per cent. on the preferred and 8 per cent. on the comman stock, and a substantial amount was carried to the reserve fund."

ORILLIA FURNITURE CO. FEATURING RECORD CABINETS

"Every record at your finger tips," is the selling slogan of the new line of efficient record cabinets being manufactured by the Orillia Furniture Co. Ltd., of Orillia, Ont. Each cabinet is equipped with guide cards and index book which allows of the easy location of any desired record. There are a series of drawers which hold records in an upright position, and the space from which a record is taken remains open until it is replaced.

Five-drawer cabinets have capacity for one hundred 10 or 12-inch records and the ten-drawer cabinets hold two hundred records. All tops are 19 by 22 inches, but the five-drawer cabinet is 30 inches high and the ten-drawer 37 inches.

HEINEMAN SUPPLY CO. TAKE LARGER PREMISES

Owing to increasing business, the Otto Heineman Phonograph Supply Co. Inc., has found it necessary to arrange for new and larger premises in Toronto, at 172 John St., where they will occupy an entire floor in a modern concrete building, which will allow offices and warehouse to be together, thus permitting closer co-operation between the two departments.

The Canadian manager, Mr. C. J. Pott, is now being assisted by Mr. L. Green, who has come to Toronto from New York.

CAR LOAD SHIPMENTS FROM UNITED STATES

COTTON LINTERS

LESS THAN CAR LOAD SHIPMENTS FROM TORONTO

Write or wire for prices and samples.

E. T. CARTER & CO., 82 Front St. East, Toronto



Model "Prince"

"Phonola"
REGISTERED JULY 11 1907



Model "B"

Phonolas

$18 to $250

and

DOMESTIC RECORDS

85 cents to $1.75

The Merchandising Possibilities

for the Phonola line are big. The demand for music is the greatest ever. Recorded music for the phonograph offers the most varied means of meeting that demand, and the **Phonola** plays all brands of records perfectly.

The range of styles and prices gives a **Phonola** for every taste and every purse.

The Artists Making "Domestic" Records

include: Henry Burr, Charles Hart, Frank Croxton, Harry McClaskey, Miss Inez Barbour, Miss Marie Morrisey, Jos. Phillips, The Domestic Military Band, Van Eps Dance Orchestra, The Peerless Quartette, and The Sterling Trio.

Pollock Mfg. Company

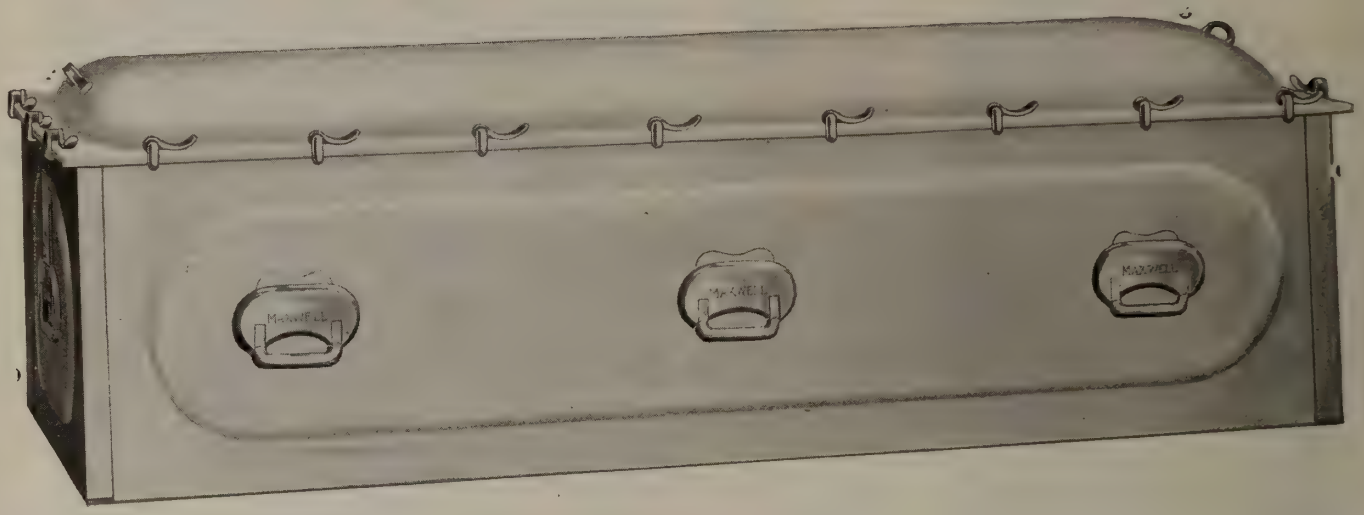
Limited

Makers of the

PHONOLA

KITCHENER - - ONTARIO

Maxwell Sanitary Steel Vaults



Our Customers are Assured of Superlative Quality and Prompt Delivery.

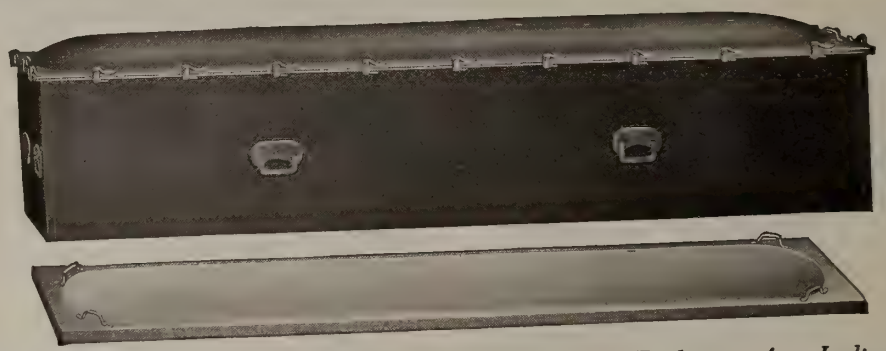
Maxwell Vaults are Abundantly Strong for All Burial Purposes, Yet Light and Easy to Handle.

Superiority Unquestioned Design and Construction Unequaled

Carried in Stock by All Leading Jobbers

Ask for Revised Price List

Maxwell Ambulance Transfer Case



For the Handling, Removal and Transportation of Bodies. An Indispensable Adjunct to the Modern and Progressive Undertaker.

Recent Changes in Design and Construction have Greatly Improved the Appearance and Practical Utility of this Case, and Reduced its Weight, Making it much more Convenient to Handle.

Removable Interior Tray Retains All Leakage and Discharge, and Greatly Facilitates the Handling of Bodies. Handles conveniently placed to enable two persons to remove without difficulty.

Inside Dimensions: 75 in. long, 20 in. wide, 15 in. deep.

Prices: With Tray $30.00; Without Tray $28.00; Tray Alone $5.00

Sold by the Leading Canadian Jobbers.

Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

Undertakers' Department

Problems affecting the Undertaking Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

Impressive Funeral of Manitoba's Late Chief Justice

Chief Justice Howell buried at Winnipeg—Large gathering of prominent people.

Special to Canadian Furniture World and The Undertaker

IMPRESSIVE services marked the funeral of the late chief justice of the Manitoba Court of Appeal, Hon. H. M. Howell, held at Winnipeg last month. After a simple private service at the residence, 66 Carlton St., conducted by Rev. Henry Martin, a public service was held at 3 o'clock in Holy Trinity Church, His Grace Archbishop Matheson presiding.

The fine old church was filled with those who came to pay their last respects to the gifted jurist who had been so long one of the most prominent men in the city and in the west. The Provincial Government was represented by Premier Norris, and all the foremost public bodies were represented. The members of the Law Society attended in a body. The cortege was one of the longest ever seen in Winnipeg.

The chief honorary pall-bearers were: Chief Justice T. G. Mathers, Sir Hugh J. Macdonald, Hon. J. D. Cameron, Judge W. E. Perdue, Isaac Campbell, K.C.; Capt. Wm. Robinson, Sheriff Colin Inkster, A. McT. Campbell.

The actual pall-bearers were: Hon. A. B. Hudson, H. Ormond, T. A. Hunt, K.C.; G. H. Walker, J. A. Machray, and S. E. Richards.

Interment was made in St. John's cemetery, and the services at the grave side were conducted by Archbishop Matheson.

All cases coming up in the court were adjourned as a tribute to the late Chief Justice.

Resolution of Condolence

At a meeting of the Manitoba council of the Canadian Bar Association, the following resolution was passed:

"Resolved, that the Manitoba Council of the Canadian Bar Association desire to place on record the deep regret of its members at the death of the Honorable Hector Mansfield Howell, chief justice of Manitoba, who for almost forty years has been one of the great figures of the province. During the 37 years in which he practised at the bar his position was a most distinguished and honorable one. He possessed great abilities and force and sincerity of character, which won for him not only the admiration but the esteem and confidence of the bench and bar, his clients and his fellow-citizens. His heart was very tender and loyal to his friends and associates, and they will cherish his memory with deep and affectionate regard. The high qualities of the man and the lawyer were carried with him to his work on the bench. He was a great advocate, a good judge, and a worthy citizen. The council desires to extend its sincerest sympathy to the members of his family."

HALIFAX DEATH AND PROPERTY LOSS

The Halifax Mail recently published a "Reconstruction" number, in which was published the names of those who lost their lives in the catastrophe which destroyed that city last December. The list totalled about 1,550, though with a number still missing it is believed the death roll will approximate close to 2,000 men, women and children. The property loss is placed at $25,000,000.



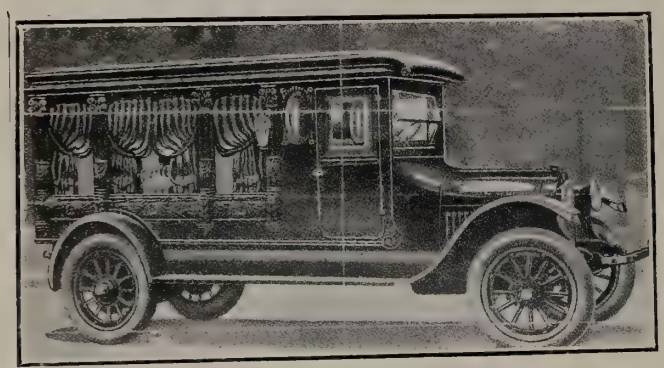
The casket being placed in the hearse after the service in the church. The engraving shows the faces of many prominent Canadians. John Thompson & Co. Ltd., had charge of the funeral.

Preparing for 1918 Conventions

C. E. A. at Toronto

PREPARATIONS are being made for the 35th annual convention of the Canadian Embalmers' Association at Toronto, next August and September. Some radical suggestions have been made for this year's program and these will be dealt with by the Executive at its coming meeting.

Secretary Fred. Matthews has received several letters from demonstrators relative to conducting this year's school and convention lecture course. These also will



Motor hearse built by Chas. Watson, Aylmer, Ont., for W. Smith & Son, Leamington. It is on an Overland chassis.

be taken up for discussion at the Executive meeting. James O'Hagan, editor of Canadian Furniture World and The Undertaker, has been appointed assistant sessional secretary for the convention.

SASKATCHEWAN DIRECTORS IN JULY

July 15, 16, 17 and 18 are the days selected for the 1918 convention of the Saskatchewan Funeral Directors' and Embalmers' Association, which will be the fifth annual gathering of that body. The meeting will be held at Saskatoon, and the demonstrator will be Prof. R. U. Stone, Toronto. Dr. Seymour, Commissioner of Public Health for Saskatchewan, will give an address on the proper filling in of papers for burial and transportation. An examination of candidates for embalmers' licenses will be held at the close of the convention. Twenty-five new members have joined the Association since last convention.

SHOULD FUNERAL DIRECTORS ADVERTISE?

A very pertinent question is the above. It has come up several times at the C. E. A. conventions. But it has come up in other places also. A Chicago undertaker recently offered a $100 prize to the person who would send him the best reply to the query, and, according to The American Funeral Director, this is the letter that won the prize:

An Undertaker Should Advertise

1. To make himself, his business and his location known to the public.

2. To tell the people about himself, about his goods, his service, and about the convenience of his location, in order to convince them of the desirability and advisability of doing business with him.

3. To increase his business; because with an increased business he will be able to give better values and better service for less money than before. This will be profitable both for him and for the customer.

4. To give people an opportunity to inquire about him, his methods, his goods and his service before they require his services.

5. To inspire confidence in the public as to his ability.

6. To impress the public with his individuality, and with his personality.

7. To convince the people his goods are dependable.

8. To convince the people that he has their interest at heart.

9. To keep in touch with those who have moved out of his immediate neighborhood.

10. Because it is his duty to let his fellow man know about his merits, if he, his services and his goods are really meritorious, and advertising is the only way in which this can be done: advertising in the public press and other mediums, and advertising by the conscientious performance of his tasks.

PROFESSIONAL NOTES

H. L. Godin, general manager of Dominion Manufacturers, Ltd., has returned to Toronto from a trip into the lumbering regions of Northern Quebec, whither he had gone to arrange for the company's supply of wood for this year's business.

Secretary D. M. Andrews, of the same company is leaving this week for his annual inspection of the Western branches of his concern. Mr. Andrews will go through to the Coast, visiting all the important centres on the way out and return.

Joe Thompson, a popular Toronto embalmer, has joined P. McCabe & Co.'s staff, his former place with The Fred. W. Matthews Co., has been filled by J. Wallace, of Hamilton.

W. S. Bean, who recently disposed of his furniture and undertaking business at Selkirk, Ont., has purchased a half interest in the undertaking business of Smith, Son & Clark, of London, Ont.

The leading undertaking establishment in New York, that of Frank E. Campbell, Broadway and Sixty-sixth street, maintains a publicity department. This may sound astonishing, but it is true. At the head of the department is a former New York newspaper man. The Campbell establishment is able to secure at least $75 worth of free advertising in the daily papers every week. Several other leading undertakers of Manhattan are considering organizing similar departments.



Funeral cortege of Vernon Castle, passing through streets of Fort Worth, Texas, to entrain for New York. The picture, taken by a Toronto soldier at the winter flying camp, and sent to Canadian Furniture World and The Undertaker, shows the Canadian flying corps contingent immediately following the gun carriage.



THE FACTOR OF BUYING IN SERVICE

In a time like the present, when the abnormal conditions existing have completely upset market conditions, causing a serious shortage of many lines and unprecedented advances in others, the manufacturer who would give his customers the highest degree of service must be in a position to understand the markets and have the financial strength to take advantage of his knowledge.

One of the factors in the service given to the trade by Dominion Manufacturers Limited has been the good work of its purchasing department.

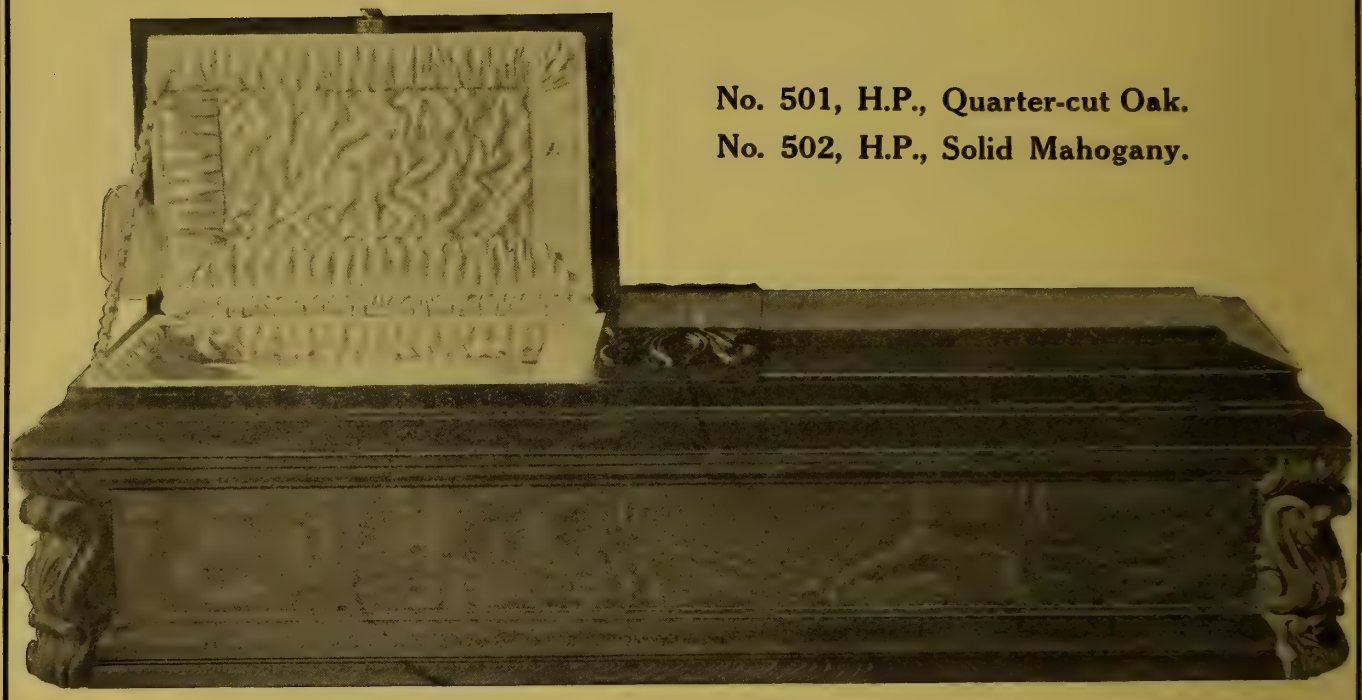
Experienced executives, carefully studying conditions, especially in lumber and fabrics, anticipated several years ago a serious advance in prices, and took full advantage of ample financial reserves to buy these goods " to the limit."

Needless to say, no matter how far-sighted the purchasing department of any manufacturing concern might have been, prices could not under present conditions be maintained at the low level of pre-war days. On the other hand, if it had not been for the facilities for buying and the wise anticipation of advances by this company, prices for caskets would be at a much higher level than they are to-day.

Dominion Manufacturers Limited

Head Office: 109 Niagara Street, Toronto, Canada.

DOMINION SERVICE



No. 501, H.P., Quarter-cut Oak.
No. 502, H.P., Solid Mahogany.

No. 501, H.P., made of solid, selected *Quarter-cut Oak*, with carved corners and centre panel ornaments. Hinged face panel, trimmed with Liberty satin, crushed.

No. 502, H.P., made of solid, selected *Mahogany*, otherwise same as No. 501.

OUR MOTTO: "The best goods at fair prices."

Dominion Manufacturers, Limited

Head Office: 109 Niagara Street, Toronto, Canada.

Ethical Publicity for the Funeral Director

By HOWARD S. ECKELS, Ph.G.
Dean of Eckels' College of Embalming, Philadelphia, Pa.

Written for Canadian Furniture World and The Undertaker.

(CONTINUED FROM LAST MONTH)

A great deal of printing is wasted because the words do not correctly reflect the man behind it. Words which are not in harmony with the man himself, which are not borne out by his actions, are a poor investment. The profitable publicity of to-day is that of the man who explains himself and his methods; who tells what he does and why he does it.

The National Funeral Directors' Association insignia, which every undertaker who is a member of this body through his State Association has a right to use, is an admirable form of publicity, because it inspires appreciation, evokes inquiry and marks the user as a man who bears the stamp of approval by his fellow professionals throughout the nation. I heartily recommend every member to use it, and I believe that nothing has been offered to our Association which so certainly will attract to it the good men who are now eligible to display it.

Why are only about 9,000 of the 30,000 undertakers in the country members of this Association? I should say that one reason was because there hitherto has been no way of publicly distinguishing between members and non-members. I believe that once this insignia becomes familiar to the public that the great majority of those eligible to membership in your Association. but not now members, will seek membership and the privilege of using it.

But, as I have said, back of it all is the man himself. The funeral director who conducts himself in a gentlemanly manner; is neat of appearance; clean alike in his personal life and in his professional work, must of necessity be a good advertiser of our profession. Any methods which he uses to bring these qualities to the attention of the public are of benefit not only to himself but to the profession at large. The more he emphasizes his own adherence to high ideals the more glaring becomes the contrast between himself and the man who advertises falsehoods. I believe in the kind of publicity secured by the funeral director whose motto is, "I Serve." I abhor the advertising done by the man whose motto reads "I Sell." And herein lies the distinction between good publicity and bad advertising, constructive publicity and destructive advertising, ethical publicity and unethical advertising, professional publicity and cut-rate advertising.

The highest type of undertaker owes his success to the fact that those around him appreciate the quality of his work. Why, then, should he not be permitted to extend that knowledge over as wide a circle as possible by means of the printed word, if he chooses to do so, as long as he confines the same to "service" and not to "wares."

When the Wesleys were once criticised for seizing upon the tunes of popular songs and fitting hymns to them, they replied, "We do not believe in letting the devil have all of the good music."

I do not believe in letting the cut-rater reap all of the benefits from advertising—as he now does in a clear field. I believe he does reap benefits from it even though he uses his publicity badly, and I believe that he will continue to reap benefits from it until the earnest and conscientious undertakers of the country spike his guns by turning his own weapons upon himself. This we can do by explaining to the public of what real service consists.

Every sphere of human action has come to realize that publicity is the very life-essence of progress and that its radius of action can be widened only by laying its story before the largest possible number of interested people.

In these modern days, publicity is a thing expected, and hence looked for. Retiring complacency and gum-shoe methods have been abandoned by all progressive business organizations, other professions and churches. Indeed, nothing incites the suspicion of the public more than to surround either a business or a profession with secrets or secretive methods.

The undertaking profession has builded well and wisely. It has hidden its head during the constructive period when it was gradually emerging from the ranks of the trades and creating a place for itself, high among the professions.

I do not believe that there has been a time in the past when publicity would have been so beneficial to the profession and to the public, which are now ready for it. I do believe that the time has come, however, when we should at last draw aside the curtain and let the light of publicity shine upon what we have done, what we can do and what we hope to achieve.

It has been firmly rooted in the minds of the funeral directors that it is neither pleasant nor profitable to dwell in the public prints upon "any of the wares connected with our profession." It has long been apparent that unpleasant publicity is bad publicity, destructive publicity.

The very fact however that "wares" have been specifically banned, makes it the more apparent that any methods which throw the light of publicity upon our achievements, our equipment of our professional qualifications is constructive, and therefore good publicity.

After all, what is publicity? Only giving those with whom we are not in intimate contact an insight into the motives which animate us and into the methods by which we pursue our daily avocations. The public knows comparatively little about the great advance made by our profession, and therefore is not prepared to appreciate the better service the modern funeral director can render. Let us permit the light to shine.

In the profession of medicine, efforts constantly are being made to erase the rigid lines which were themselves responsible for the advertising fakir. Many of the most eminent physicians in America are now writing for the public press over their own signatures and educating the public along lines undreamed of even ten years ago. No longer does the quack monopolize the first pages of our daily newspapers. Eminent medical authorities and investigators without hesitation lay their discoveries open to the public gaze in a manner which would have brought them unstinted condemnation only a few years back. The wheels of progress never turn backward.

(To be continued.)

The Latest in Funeral Cars

The Automobile Journal in a recent number in publishing an illustration of a new funeral car, had this to say in describing same:

"The funeral procession, an institution as venerable almost as time itself, may soon become passe, succumbing to the march of progress with its many innovations and changes in customs. In olden times the funeral cortege was made up of casket bearers, relatives of deceased and mourners wending their way toward the last resting place, on foot. With the advent of horse-drawn vehicles the funeral procession was made up of a hearse and carriages, which form of cortege has been the custom for several centuries and is still the accepted form in the majority of cities, although the automobile cortege has gained great popularity in the past few years.

"Now comes the funeral car, a mammoth vehicle, which carries not only the casket, flowers, undertaker and his staff, but the entire funeral party, and threat-



New funeral car, used in several American cities, which carries casket and has accommodation for thirty-eight people.

ens to do away with the old form of procession. It is already in use in several cities and has many advantageous features, as it not only lowers the cost of funerals, but is far more convenient than the old system, as it moves through the city traffic to its destination with no delay and without the waiting necessitated at burial ceremonies caused by the delayed arrival of the various units of the procession.

"The funeral car, as it is called, and which is shown in an accompanying cut, holds 38 people comfortably. It is mounted on a three-ton chassis and has a length over all of 22 feet, 10 inches. The outside width is 99½ inches and inside there is a clear width of 74 inches. The six doors and driver's door on each side have drop windows. The two doors on each side of the casket compartment have stationary windows. The rear windows are stationary and all windows of the body have silk drop curtains.

"Above the doors are transoms of Florentine glass, every other one hinged. There are three electric lights on the ceiling of the body and two telephones connecting with the driver's seat. The casket compartment has a shelf 22½ inches from the floor, and fitted with rollers and stop pins. The upholstery throughout the car is Fabrikoid. The cars are usually finished in either black or gray. A step running the length of the body folds up when not in use."

C. W. Buck, Western Ontario representative for The Evel Casket Co. Ltd., has enlisted in The Royal Air Force. H. B. Evel will represent the firm in that district.

SOLDIERS' GRAVES IN EUROPE

The secretary of the War Office states that at the second meeting of the Imperial War Graves Commission held recently with the Prince of Wales, president, in the chair, it was announced that the Government had undertaken to bear the cost of laying out, enclosing, planting, and maintaining British military cemeteries abroad and of providing suitable headstones for the graves wherever possible.

The Commission had under consideration a report from Lieutenant-Colonel Sir Frederic Kenyon, Director of the British Museum, who had been appointed adviser to the Commission with regard to the laying out and architectural treatment of cemeteries, and who had consulted the representatives of the various churches and religious bodies and had paid special visits to France and Belgium to study the local conditions and to acquaint himself with the opinion of the armies in the field on the subject. The chief recommendations were:

(a) That the principle of equality of treatment laid down by the Commission should be carried out by the erection over the graves of all officers and men in the war cemeteries abroad of headstones of uniform size, but, in each case, distinctive as regards design of the regiment or other unit to which the officer or man belonged.

(b) That in addition to the individual headstone there should be in each cemetery central memorials inscribed with some appropriate phrase or text.

(c) That the constructional work in the cemeteries should be carried out under the general supervision of three principal architects, Mr. Reginald Blomfield, Sir Edwin Lutyens, and Mr. Herbert Baker.

Sir Frederick Kenyon's proposals were generally approved and it was agreed that, with a view to arriving at an accurate estimate of the cost of carrying them out, the necessary authority should be obtained to proceed, on plans approved by the three principal architects, with the work of laying out, enclosing, planting, and the erection of headstones and central memorials in three selected cemeteries in France or Belgium which contain the graves of both British and Dominion soldiers. On this estimate could be based the recommendation which the Commission would make regarding the proportion of the total cost to be borne by the Governments of the United Kingdom and of the Overseas Dominions.

It was announced that regiments and other military formations had been asked to send in their own suggestions for the design of headstones. There were now being received by the Commission, and it was decided that the offer of the Directors of the National Gallery and the Wallace Collection and Mr. Macdonald Gill to assist in the final selection should be accepted. It was stated that some, if not all, of the Dominions would decide on a headstone representing the Dominion rather than individual regiments.

A committee was appointed to consider the special questions arising with regard to the graves of Indian soldiers.

FUNERAL GOODS MAKERS BOOST LIBERTY BONDS

The Sunnyside in its latest issue contains an insert of sixteen pages devoted to a publicity campaign for selling Liberty Bonds. This insert is contributed and paid for by a number of the prominent U. S. manufacturers and jobbers of funeral goods.

Keeping Books for a Funeral Director

Edward H. Sleight, public accountant, tells how he handled the office business for a funeral director.

BEFORE becoming connected with the undertaking business I was for a number of years a public accountant and auditor. This work showed me how few retail merchants had the least conception of their financial condition. Most of them figured that if at the end of the year they had had their living and their debts had not materially increased, they had made some money, whereas, if they had kept a proper set of books and installed a system adapted to their particular business, they would in many instances have found that they had lost money. The reason they did not have such a system or set of books was that they did not know how to install it or keep them.

When I started in this business I took a careful and accurate inventory of his stock of caskets, hardware, pillow sets, linings, furniture, hearses, casket car, fluid, etc. The cost of most of these items could be obtained from the original invoices, but in the case of the furniture, rolling stock, etc., I estimated these at their worth and then made a reduction in order to be on the safe side. I opened a simple set of double entry books, using a cash book, journal and ledger. I opened these with as much care as I would for a million dollar business.

I carry on my ledger such accounts as rent, light, fuel, telephone, salaries, cemetery, freight and cartage, automobile expense, water, rent, expense, insurance, livery, taxes, etc. These are all charged off at the end of the year into the merchandise account. I keep them for the reason that I want to know each year just what they amount to for comparison with previous years and also to determine the overhead expenses.

Every invoice is credited through the journal to the proper party and charged to the proper account. For instance, an invoice for caskets comes in. I charge merchandise and credit John Jones & Co. A light bill comes in. I charge light account and credit the light company. When I pay these bills, I charge through my cash book John Jones & Co. and the light company.

At the end of the year, or each six months—if I care to know just how we stand twice a year—I take an inventory of all stock, including rolling stock and furniture. I depreciate these two items by a certain percentage to cover their loss in value by reason of age and usage. To assist me in taking this inventory, I keep a stock book in which I have a record of every casket, pillow set, hardware, etc., bought and received during the year, with the exact cost of each article. When any of these items is taken from stock, I deduct it from the stock book. I am therefore enabled at any minute to know just what is in stock and the cost, so that the taking of an inventory is an easy matter. I know at the end of each six months or year the profit to a cent. I know also what the cost of doing business is per job. I know what the average received per job is. The former is valuable information, for I doubt if many undertakers know what the overhead expense is on each job. Take, for instance, a two-foot casket. It costs a certain price and is sold for a certain price. The difference most undertakers would call profit and think they had made money on that particular size, but in reality you have lost money, for your overhead expense per job is more than you have received for the casket. All you get out of small caskets is increased volume, thus reducing your overhead per job and helping a little your bank account.

On a small casket you often get an introduction into a new family, and while it does not give you immediate returns in dollars and cents may bring them later.

I keep my funeral register just as accurately as I can get the necessary information. Sometimes, years after, you are called on for data that your register should have. We also use a specially prepared blank that we give to some member of the family to fill out while we are working on the body. This blank is very complete and is filled out more easily when on the first call than at a later date. This blank enables us to get the information to the newspapers early, which is an advantage when they might be just about ready to go to press. These blanks are filed for future reference.

When I make out a bill for a funeral, I itemize everything so the debtor can see just what we charge for. We do not make the casket carry the load. I charge the debtor in the journal with the amount of the invoice and credit merchandise. When he pays wholly or in part, I credit him in the cash book and in the register.

There is a satisfaction derived from my system, for you know everything about your business; nothing is left to guess; the books speak for themselves. In the case of a combination of furniture and undertaking, a little change would have to be made so as to know what each branch is doing, independent of the other, but this is easily done and requires but little more work after the books and system are installed.

I am so confident that many undertakers are groping their way along, thinking they are on the safe side but who would like to know positively that they are, that I will be glad to answer any inquiries or make suggestions.—Embalmers Monthly.

The bodies of 400 Chinese, buried in the Chinese reservation, in Brooklyn, are being exhumed, preparatory to shipment to the Orient.

CANADIAN Furniture World and The Undertaker wants short contributions from readers, telling of their experiences in embalming and funeral directing.

We want practical hints and suggestions on better ways of doing anything connected with the work of the funeral director, such as management or arrangement of the funeral cortege, refinements in funeral service, care of the stock, casket trimming, arrangement of the show room, accounting, collections, claims, card systems, records of stock on hand, shipping, disinterring, embalming, handling of unusual or difficult cases, disinfecting, work-room conveniences, etc.

Every practical man has developed certain details that experience has shown him will save time or money or make for efficiency in some branch of his business. Tell us what some of yours are. Don't bother about fine writing. What we want is practical ideas. Write us now.

Some Reasons Why Funeral Directors Fail

Observations from the outside by one who had his experience in the undertaking field, and who later viewed the situation from the neutral standpoint of the travelling salesman.

It is an unfortunate fact that the undertaker sometimes fails. We are so often enthused over the successes, that we are apt to neglect to consider the possibility of failure. But the question as to why there are many such failures is an important one. In analyzing this possibility, I shall have to present to you many things in ordinary, every day routine, that may seem to have but a vague connection with the financial end of your business. Thus writes "The Traveller," in The Embalmers Monthly.

I hope, however, that my readers will bear with me to the end of the article, though it may not read smoothly, for I am going to state simply a few facts for your consideration which I hope will be of some benefit to you, whether you are just starting in the business or have been in it for years. I think there is food for thought here which it will profit you to consider.

First, let me state my position, that you may not misunderstand me, and therefore condemn me as one who knows nothing of the business from a practical standpoint. I was in the undertaking business for several years in a Western State, and I was considered one of the worst cranks along certain lines that belonged to that State's Association. However, I did succeed financially and otherwise, as can be proved by the number of friends in the profession which I made while in it and still retain. I tell you this, in order that you may disabuse your mind that you may be reading an article by one who has a beautiful lot of theory, but like many others whom you have listened to, has never been a practical success in the business himself.

The first and most important cause of failure in our line of business, I consider, inexperience. The second is inadaptability and the third, unethical and unprofessional tactics in business, which is twin brother to dishonesty, if indeed it is not that creature itself.

Taking up the first cause, inexperience; what do I mean by the word as applied here? Many, many things in our line of business, more than in almost any other line, because ours is both a business and a profession, and needs experience in both fields. The business and professional ends must work in unison. the one assisting the other, but in the cases of failures such as those I am discussing, they are generally found to have been disconnected.

Young men and old ones alike are lured into the business by the idea of big profits and the seemingly small investment necessary to open an establishment. This, coupled with the encouraging words of some salesman, who is either so ignorant of the retail end of his line or so unscrupulous as to care for nothing but to sell a bill of goods, puts many a man into the business only to make an ignominious failure of him. And he is afterwards turned out into the world as one of the worst knockers the profession has to deal with. For though he has made an utter failure of the business and has lost all the money he has put into it, he is the very one man in the community who will always be telling of the enormous profits to be made in the business, and how he used to "bury them in any old kind of a box and clean up a hundred." He it is who will stand on a street corner and watch a funeral go by with critical eye and will receive the inspiration for a beautiful story of graft as it is practiced by the undertaker. That was a failure caused by inexperience. By getting into the business without an adequate understanding of its responsibilities and running expenses.

But here is where the second cause, inadaptability, comes in. This inexperienced man usually becomes a blunderer who throws disrepute upon the profession. He cannot adapt himself to the conditions among which he finds himself when he has opened his place for business. If he is an old man, it is not to be expected that he will easily do so, for older men are harder to mould into new form than are the young. But for him we have little sympathy, for he has had enough experience in life to warn him against entering a new venture without first fitting himself for it. Would this same man, say he is forty-eight, attempt to open a doctor's office and employ a young physician at a small salary to take care of his patients? Or if he did, what kind of a success would he make? Or would he go into a medical school and try to procure for himself the necessary knowledge and a license to practice medicine? If he were to do either, which would be the more sensible idea? The answer would certainly be the latter, would it not?

Yet we find this man entering a profession with which he has no familiarity whatever. hiring, perhaps, a licensed embalmer just out of a school, who has no more practical or business experience than he has himself. Is it any wonder that he fails?

If this man is of fewer years, say twenty-eight instead of forty-eight, then his chances and also his disadvantages differ only in the fact that his ideas are more easily moulded by conditions, his inexperience and inadaptability counting in the same degree as in the former case.

The third cause, unethical business and unprofessional tactics, is in a great degree the result of the first two causes, added to which is the supreme struggle to succeed financially regardless of either business or professional ethics. This in turn brings upon his business a prejudice against him in the minds of the people in his community and against his methods of getting business, which in the end means death to his ambitions.

This brings us to confront another vital cause of failure, if we may be allowed to separate it from the rest; the inability to understand human nature or the absence of training in psychology.

Now, it would indeed be very useless for me to simply recite to you the facts in these cases, and not to give you some remedies. Although this may seem to be more of a warning to those contemplating entering the undertaking business, than a word to you who are already established, it is meant for your help now and in the future, for if your field is only the scope of your vision, then yours is a small field, indeed.

No man in this day and age need go into any line without at least a fair share of experience, as well as education in that line. The country abounds with opportunities for men to obtain experience with old, reliable, well established firms, and the modern schools for embalmers await the student with open arms, ready

to give the technical and even practical knowledge of the profession, if you choose this as your life work. Therefore no one need enter this business without a fair knowledge of the business and a thorough technical knowledge of the profession.

It is true that in times past, men have been in some cases forced into the business as a matter of circumstance, and some of these are among the most successful men in the business to-day. But these men were recognized successes before they went into the undertaking business and were qualified, progressive and enthusiastic men, setting themselves to learn the technology of the business. Or, in other words, they were adaptable to their conditions.

At this point I want to say a word to my brother salesmen on the road: Many a man has been urged by you into the business who has made an utter failure because of his incapability and absolute unfitness for the work of an undertaker. You have done this simply to make a sale, regardless of the fact that in case he should make a failure of it, he will be the one kind of citizen, above all others, who will be a detriment to the business—your business.

It is far better to discourage this man than to sell the opening stock, for he won't stay with you when he finds himself getting into a hole.

I remember one occasion when a man asked me to sell him an opening stock and full equipment which would have amounted to more than $6,000, but upon getting acquainted with him and his asking me my opinion as to whether he would be wise to enter the business, I discouraged him and lost the $6,000 sale. But recently this man told a friend of mine that he considered me one of his very best friends. Would he have said this had I encouraged him to enter a business of which he would unquestionably have made a failure? This man is a success in the line which he did take up, but was decidedly unfit for the work of an undertaker, both in temperament and physical condition.

But we were talking of unethical practices and the struggle for business. Let me leave this one thought with you: Your success depends upon the same foundation as do those of the doctor, the lawyer and the dentist; that is, knowing your profession technically and practically, and honestly putting it before the public. If you are properly fitted for the work you have chosen, you will have no trouble getting the attention of the public and consequently their patronage.

In short, when you enter the undertaking business, do so with an honest purpose. Take it for what it is, a legitimate, high class line of industry, the professional features of which are now recognized among the other professions, and your career will be marked with success.

To you who are in the business, can you not see a little in this that is adaptable in some degree to your own cases?

How about the appearance of your funeral home? Does it look as though a "professional" man had charge of it? You are a sanitarian. How about your morgue, for instance? Is it clean and thoroughly sanitary? How about the appearance of your grip, instruments, couch board, etc.? Do they look like equipment used by a professional man? And, excuse me for getting personal, how about your own appearance? Do you carry the appearance of a professional man when about your professional work? Ask yourself these questions, not only now, but every day.

Yes, and that remids me of another question: Are you adaptable to your work? Ask yourself this question often, and then undauntedly apply yourself to the study and practice of your profession, chase yourself into the groove of application, and then the psychological moment will come, perhaps at the next turn, when success will greet you, even as I would greet you at this moment could I but reach your hand.

There, my train is just pulling in, so good-bye! Here's a hand to all of you!

A CHINESE FUNERAL

Several cabs, some surreys and an awful noise announced the coming of the funeral. They move very slowly through the main streets, on out to the country. Arriving there the casket was carried to the grave and the ceremonies begun. Roast pork, roast chicken, bananas and oranges were plentifully supplied for the dead, as well as large bottles of Chinese whiskey. One bottle was burned on a monument like that on which joss sticks are burned, while the contents of another were poured into the grave. A large box of burning joss sticks stood at the head of the grave, and after the coffin was lowered this was also thrown in. No box was used, the earth being thrown on the coffin. A small artistic sort of an oven with arched openings at the four sides is there, into which is cast the belongings of the deceased. Coats, books, slippers, caps, ribbon decorations, letters and everything of his are burned in this, blazing brightly, as the other ceremonies proceed.

The funeral party gave one last look around, and hurried out to be gone ere the grave should be entirely covered. There were no signs of grief, in fact it seemed more like a picnic than otherwise, as they drove away laughing and chattering like magpies.—The Casket.



THE FUNERAL DIRECTOR'S CREED

1. I believe that in the Association of Funeral Directors the public will receive as much benefit as we do.

2. I believe that our profession is as honorable as any profession.

3. I believe in our individual members living up strictly to our Code of Ethics.

4. I believe our Convention should be a means of helping those who meet obstacles in the discharge of their duties.

5. I believe our Convention would be more useful and instructive if there was a better preparation on the part of those intending to be present before they left home.

6. I believe there should be instruction where the art (mechanical, scientific, chemical, sanitarian) required in our profession could be better obtained than now.

7. I believe it would be of great assistance to Boards of Health and all others engaged in formulating sanitary laws to prevent the spread of contagious disease, to confer with us as sanitarians.

8. I believe it is as much the duty of the Funeral Director to prevent the spread of contagious disease as it is to care for the dead.

9. I believe the public have a right to demand a higher standard of morals and gentlemanly deportment in their Funeral Directors than in those engaged in other professions and callings.

DEVELOP ALONG BROADER LINES

A full realization of what the embalmer owes to society is a subject which appears to be neglected on all sides and this has in many cases allowed the embalmer to surround himself with a selfish margin, says The Journal of Research in Embalming. We as a profession cannot think of keeping up our past record of taking without giving. We must learn to give as much as we take. We must give not only of our knowledge of our life work, but of our knowledge and energy toward the solution of problems that are more essential to the living. If we do not see things from the broader point of view, and see them soon, the time will soon arrive when society will weigh us in the great balance, and if we are found wanting, will exact such restrictions from us as will compel a great reorganization. Let us not forget our duty to our country and its people. Let us devote more time to the great business in which our country is now engaged. Let us not forget that there are one hundred and ten millions of people watching the thirty thousand in our profession. Let us not forget that along with our own development from within along professional lines, we owe it to society to become more valuable members of it, by developing along boader lines.

SOME STARTLING OFFERS

The Fort Worth Undertaking Co., of Fort Worth, Texas, offered to pay that city $100 a year or $300 for two years if given the contract to bury the indigent dead of that city. Another funeral director, H. F. Spelman, would do the work for one-tenth of a mill per case. Mr. Spelman, according to newspaper report, proposes to furnish "an ambulance at any hour of the day or night, to supply a suitable shroud, casket, burial in a cemetery having perpetual care, a marble slab numbers sufficient to give deceased a decent burial."

The commissioners having the matter under consideration are to decide whether the city is to sell the appropriately inscribed, hearse and conveyances in contract or pay the munificent sum of one-tenth of a mill for the work.

RENTING COFFINS IN MEXICO

In Mexico many of the poor rent, instead of buy, coffins, and for those who are not even able to pay rental, the municipal authorities supply a casket which is used again and again for such purposes. These publicly-owned coffins are merely roughly-made boxes with handles at either end. A common practice is for a sturdy, and generally very ragged, peon to carry the burden strapped to his back. On arriving at the burial ground the body is rolled in straw and deposited in a grave, whereupon the wooden box is carried back to the city and held in readiness for the next occasion.

DOBBIN, THE UNDERTAKER'S HORSE

Among the moving pictures recently sent out to various Ontario centres was "The American Beauty," one of the stars of which is Frank Mills. When posing for this picture play, Mr. Mills found time hanging on his hands, and to shake off his ennui decided to go horseback riding. Everyone in Holleywood, where the play was staged, owns an automobile, and Mr. Mills found that the only horse he could find was owned by an undertaker. He started out on his canter, and when the horse desired to choose the road, he allowed him to do so. He drew up short at the cemetery, and started out again. The horse looked around rather foolishly, believing he had made a mistake. Within five minutes he was turning in at another entrance of the burial ground, again a new start was made, but it was all the same, the only place the horse could go was to the cemetery.

LIGHT FROM THE LEFT SIDE

The well-known fact that, when using the eyes for any near work, the illumination should come from the left side rather than the right is often disregarded. Let any one who considers the matter of little importance once demonstrate to himself the difference and he will never forget it. Take a pencil and paper and try to write while in such a position that the light will fall from the right side. The shadow of the hand or pencil or both is thrown on the paper in such a way as partly to cover the characters one is making. This necessitates a closer viewpoint and a conscious strain on the eyes. Now let the position of the writer be reversed so that the light falls on the work from the left side. He will notice that the shadows fall away from the work he is doing and leave the field unobscured. In making the change he can not help but notice the feeling of ease that immediately is experienced by the eyes. This applies to any other kind of near work in which the fingers work under the guidance of the eyes. This fact should be remembered when you are embalming or when preparing a body for the casket.—The Casket.

Leading funeral directors in the United States are pledging their support to the movement for the elimination of long hours, and night, Sunday and holiday work in casket factories, and also for the reduction in the number of styles of caskets.

Undertakers Shipping Directory

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Bowmanville, Ont.—
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Brantford—
H. S. Peirce & Co.,
Funeral Directors and Embalmer.
Both phones 200.

Burks Falls—
Hilliar, Joseph. Box 213.

Coboconk—
Greenley, A.

Dorchester, Ont.—
Logan, R. A. 'Phone 2107.

Dungannon—
Sproul, William

Dunnville—
D. P. Fry. 'Phone 68.

Elmira—
Dreisinger, Chris.

Huntsville—
Hilliar, Joseph.

Hamilton—
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Dodsworth, A. H.
59 King St. W.
Robinson, J. H. & Co.,
19-21 John St. N.

Ingersoll—
McIntyres.
F. W. Keeler and R. A. Skinner, props.

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McCaughey, Geo. A.

Kingston—
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Reid, Jas., 254 Princess St.

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Successor to
H. A. Bingham.
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D. Clark. Tel. 159.
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150 Mississaga St.

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F. Skinner.

St. Catharines—
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St. Thomas—
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Stirling—
Ralph, Jas. Phone 102.

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Down & Fleming,
94 Ontario St.

Toronto—
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Phone G. 3885
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463 Church St.
Washington, Fleury Burial Co., 685 Queen St. E.
J. C. Van Camp,
30 Bloor St. W.
Washington & Johnston,
707 Queen St. E.
Corner of Broadview.

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Wallaceburg—
Cousins, Burlington & Sain

Welland—
Patterson & Dart
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232 Kennedy St.
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Dioxin Contains More Peroxide than Any Other Fluid Made!

H. S. ECKELS & COMPANY 221 FERN AVENUE TORONTO, ONTARIO, CANADA

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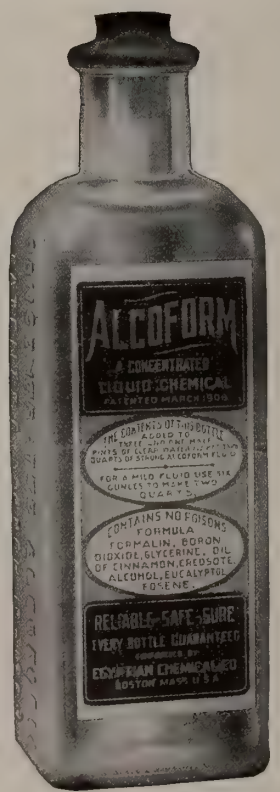
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Strongest and Best

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Larger Bottles filled up with water

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CHRISTIE BROS.
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Egyptian Chemical Co. Boston, U.S.A

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There is a supreme
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in being a constant
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No. 3616 "Electro Weld" Steel Bed (with a Wood Finish)

Alaska "Electro Weld" Wood Finish Steel Beds will match any Furniture

EIGHT FINISHES:

Light Oak	Ivory
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The Strength of Steel, plus the Beauty of Wood

After months of experimenting, "Electro-Weld" Steel Beds are now being offered to the trade in colors that will match most of the furniture in Canadian homes to-day. This is another epoch-making event and one fraught with great significance for the Canadian Furniture Trade. It means that the richness and beauty of wood is added to the strength, durability and sanitary qualities of steel. The Alaska "Electro-Weld" Wood Finish Steel Beds have created a new standard of bed excellence. They have made possible values that cannot be secured elsewhere. There is no rival to this Alaska attainment.

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TRADE MARK REGISTERED

Makers of Metal Bedsteads and Bedding

400 St. Ambroise St., MONTREAL

"Alaska on an article means high-grade every particle"

JUNE - 1918

CANADIAN FURNITURE WORLD

AND

THE UNDERTAKER



PUBLISHED BY
THE COMMERCIAL PRESS LIMITED
32 COLBORNE STREET TORONTO



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Retail price $1.25 each. Dealers' discounts the same as on Kiddie-Kars.

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in the popular Rembrandt tone, framed in Circassian Walnut Veneer, Powdered Gold Antique, etc., are an exclusive feature in our framed picture line.



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Makers of quality mouldings and frames

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In Selected Quartered Oak

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Same price in all finishes.



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STRATFORD FURNITURE

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The Globe-Wernicke Co. Ltd.

STRATFORD
ONTARIO

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Our designs may be copied, but our quality is all our own.



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Stratford Furniture Manufacturers

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Fine Living-Room Furniture

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No. 792



No. 778

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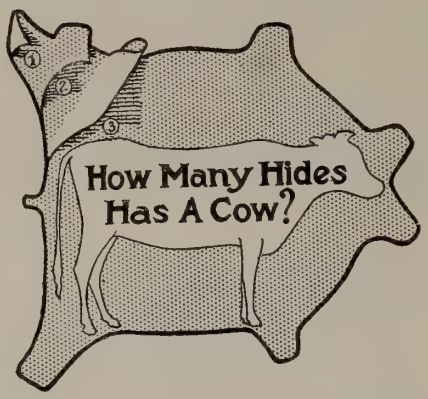
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Head Office: TORONTO

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The most economical leather on the market.

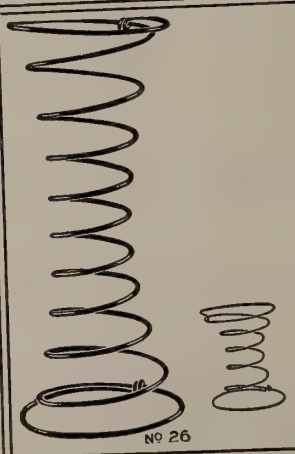
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The Owen Sound Chair Co., Limited
The North American Furniture Co., Limited
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Springs are small things, yet they play an important part in the construction of good furniture. Why not put your Spring problems up to us to solve?

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July, 1918

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Big Profit Maker

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ST. THOMAS ONTARIO



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Write for illustrations and prices of our new and profitable designs

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LIMITED

OWEN SOUND, ONTARIO



No. 454

Bedroom Suite

(ADAM PATTERN)

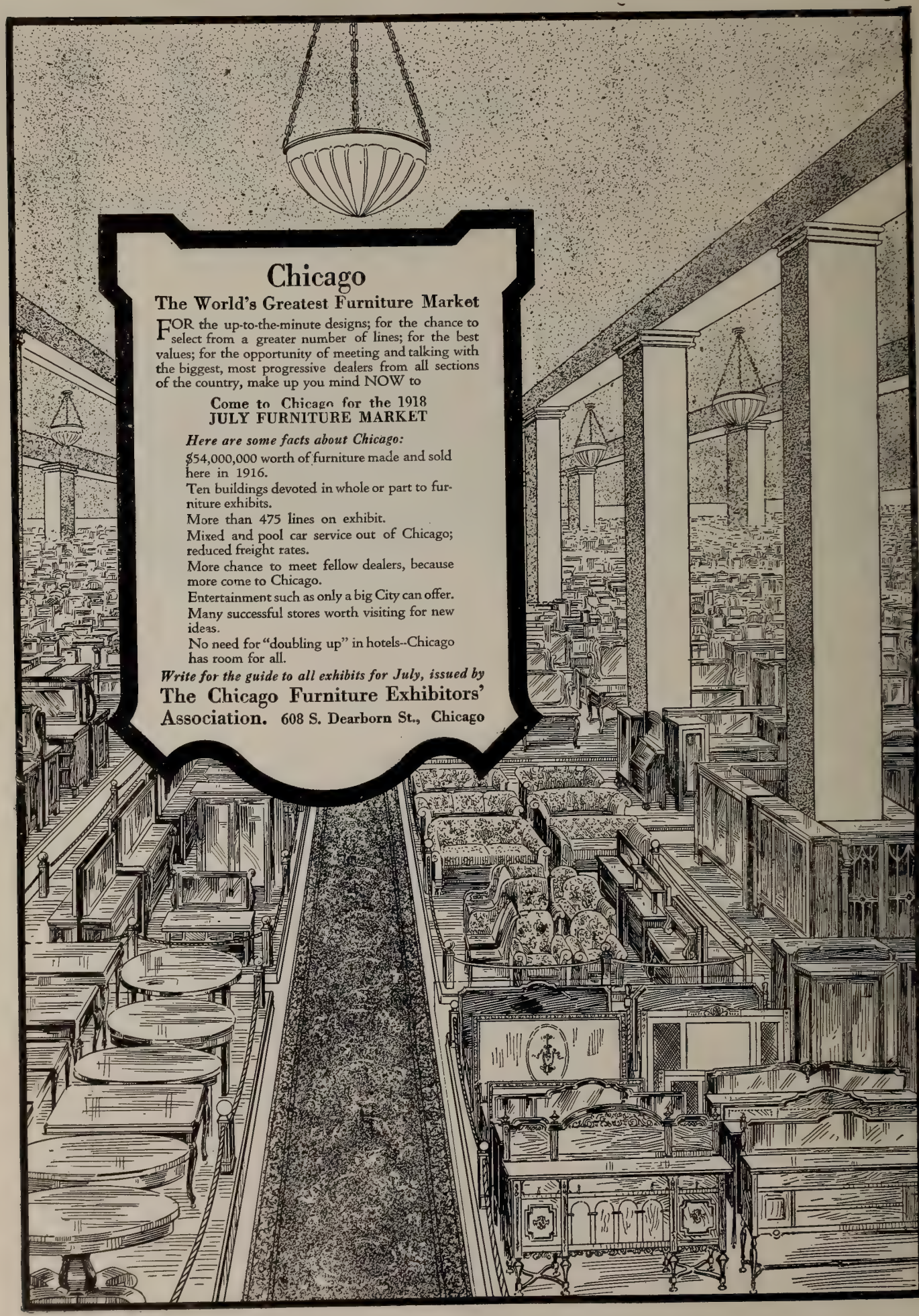
This beautiful and well proportioned suite of seven pieces will draw attention on your floor. It is made of Walnut, and in our very best construction and finish.

Supplement to our No. 49 Catalogue will soon be in your hands. It contains many other fine pieces.

THE KNECHTEL FURNITURE CO.

LIMITED

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The World's Greatest Furniture Market
FOR the up-to-the-minute designs; for the chance to select from a greater number of lines; for the best values; for the opportunity of meeting and talking with the biggest, most progressive dealers from all sections of the country, make up you mind NOW to
Come to Chicago for the 1918
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More than 475 lines on exhibit.
Mixed and pool car service out of Chicago; reduced freight rates.
More chance to meet fellow dealers, because more come to Chicago.
Entertainment such as only a big City can offer.
Many successful stores worth visiting for new ideas.
No need for "doubling up" in hotels--Chicago has room for all.
Write for the guide to all exhibits for July, issued by
The Chicago Furniture Exhibitors' Association. 608 S. Dearborn St., Chicago

"1319"-Chicago

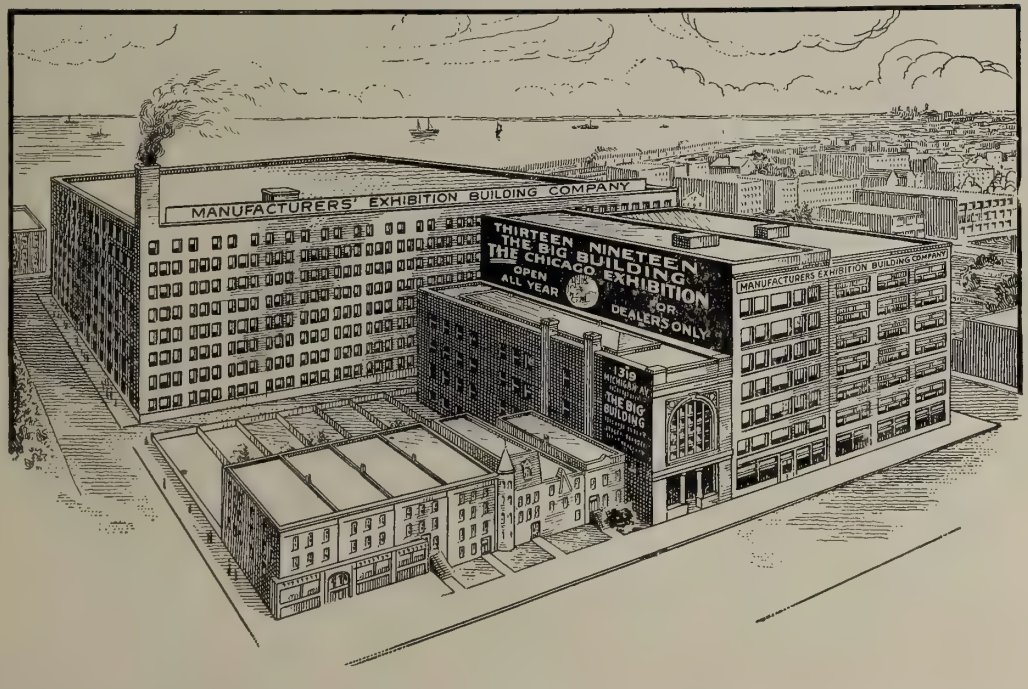
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34th SEASON — JULY EXHIBITION — OPENS JULY 1st

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OPEN THE YEAR 'ROUND

ADMITTANCE TO DEALERS ONLY



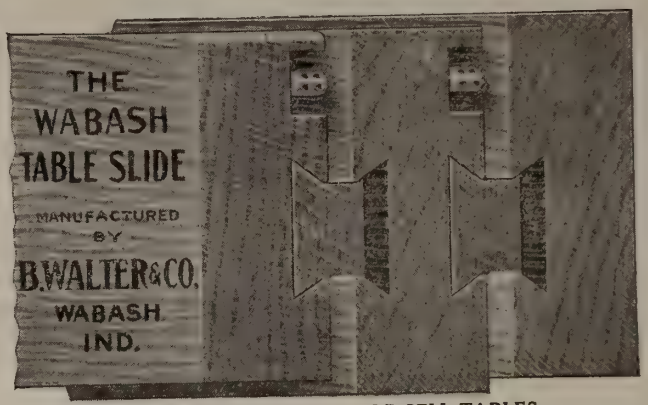
Manufacturers' Exhibition Building Co.

1319 Michigan Avenue, Chicago

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HEART
OF YOUR EXTENSION TABLE IS THE
SLIDE

YOUR TABLE IS CONDEMNED IF THE SLIDE DOES NOT WORK PROPERLY

WABASH SLIDES
INSURE
SATISFIED CUSTOMERS



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WE ARE
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Because
We furnish Better SLIDES at Lower Cost.
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Get in on our gross lot offer, it's mighty attractive. Ask for information.

Make Every Inch of Floor Space Profitable

Your profits are increased by what you save in floor space. As there's a steady demand for the

ELITE
FOLDING TABLE

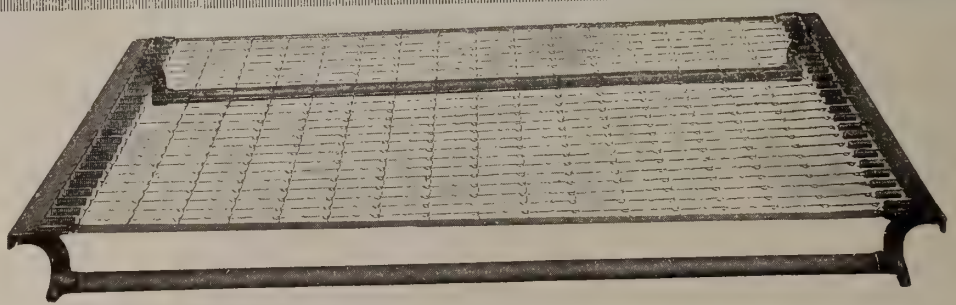
your stock won't stay long. As the tables are remarkably compact, they won't take up much space while they do stay. Every sale brings in a double result—a good profit and a satisfied customer. Push the "Elite" and it will make your non-productive floor space profitable.

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Royal Patent Twin Link Spring

IS THE BEST YOU CAN SELL OR RECOMMEND TO YOUR CUSTOMERS

guaranteed 10 years



unexcelled for quality

The most comfortable, noiseless, and lightest Bed Spring of this character ever devised.

Small mesh openings, longitudinal double wire links of just the proper size for flexibility, resilience, comfort and strength. There are no loose connecting links cross-wise to become displaced and noisy. The straight pull of the twin links on the helical springs means great comfort for both occupants of a double bed, as there can be no sagging whatever.

The Canadian Feather & Mattress Co., Limited TORONTO OTTAWA

GRAND RAPIDS

1918

Mid-Summer Furniture Exposition

OPENS

Monday, June 24th

Better Preparations Than Ever
Larger Exhibits
More Individual Exhibitors

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Grand Rapids Market Association

Profit and Prestige





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Mirror 18x24 Br. Bev.

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The Meaford Line

which comprises Sideboards, Buffets, Diningroom Suites, Wardrobes, Seats and Mirrors, Medicine Cabinets, Bookcases Hall Racks, Library Tables, Centre Tables, Desks, and Jardiniere Stands.



No. 617—Top 30x19
Mirror 12x18 Br. Bev.



No. 529—Top 24x16



No. 615—Top 30x17
Mirrors 12x20 and 7x18 Br. Bev.

Let us give you price on this new suite illustrated

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THE MEAFORD MANUFACTURING COMPANY

Limited

MEAFORD - ONTARIO

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GENERAL MANAGER

W. B. HART
ADVERTISING MANAGER

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

WM. J. BRYANS
JAMES O'HAGAN
EDITORS

Published by The Commercial Press, Ltd., 32 Colborne Street, Toronto.

Subscription Rate $1.00 per year in Canada, Great Britain and British Colonies; $1.50 to the United States.

VOL. 8. TORONTO, JUNE, 1918. No. 6.

Speeding Up the Sale of Summer Furniture

Suggestions to the furniture dealer for booming the sale of seasonable furniture

THE time is now opportune for the launching of the main drive on summer furniture and associated lines. Most dealers have fired some preliminary shots in the campaign, but now is the time to go "over the top" in a big, well-planned and carefully engineered drive, in which all departments of sales attack are brought into play.

Providing a Cool Retreat for Warm Days

The weather is bringing to the minds of customers those very lines that the furniture man wishes to impress on them now. Those who are fortunate enough to have summer homes or cottages will now be taking up their residence there, and it is well for the furniture dealer to get in his suggestions as to lines they will need for comfort and utility's sake. Those who remain behind will be no less anxious to provide for themselves such furniture as will allow them to arrange a cool, comfortable retreat—on verandah or lawn—for the warm days they will have to face during the next few months. Now is the time to suggest suitable lines forcibly by display and advertisement.

Displays in Appropriate Surroundings

Displaying summer furniture with suggestive surroundings should be a most congenial task, for the window trimmer can achieve delightful results which should be an artistic triumph while incorporating a sale element not always a possibility. The simplest effect for porch or garden furniture is to use a background of awning cloth simulating the interior of a tent, remarks an exchange. The top of the window may have the cloth stretched on a sloping frame higher in front and gathered into a rosette in the centre. Another variation of the idea would be to slope the top down from the rear and conceal under it some amber flood lights to throw down an imitation of sunshine. Green matting may cover the floor and potted plants be set at advantageous points. The interior of the store may be decorated discreetly in accordance with the season. Some large stores install elaborate summer settings of cottages and pergolas and rustic gardens, the arrangement of which call for the highest skill of a theatrical scenic artist, but the small store will be attractively distinguished by the simple means here outlined.

An Attractive Summer Setting

A decidedly summery setting, that was simple as well as eminently artistic, represented the porch of a summer cottage, large pillars painted a snowy white, sustaining a trellis, over which ran a wistaria vine with long, drooping clusters of the delicate purple flowers. Japanese lanterns hung between the pillars and a railing in panels with openwork geometrical designs in a lattice work, filled in between the pillars, outlining the edge of the porch. A large Japanese shade on which was painted a landscape, in characteristic Japanese style, made a fitting screen. The porch was filled with golf outfits, wicker furniture, chairs,



A window display of summer furniture attractively arranged.

tables, tea wagon, with silver service, and a swinging seat at one end. The only just criticism that could be made of this most effective display was the crowding of the articles together, and in this case it might be deemed justifiable, since its purpose was the advertising of seasonable goods. Special attention should be made of the wistaria, which was very natural and gave an especially artistic touch. This was doubtless a fairly expensive setting, but aside from the pillars, railing and the vine, the entire showing was made of the goods advertised. A cheaper background could be substituted, omitting the wisteria, but the attraction of the dainty flowers would more than pay for the expense. In a small place such a display could be left undisturbed for two weeks or more. One person would tell another and the local paper might give a brief notice of it in the news columns, thus making it known to those who might not happen to pass the store. Few merchants realize the fact that editors are willing to give space to such a notice where the firm is an advertiser, which adds to the desirability of making exceptional window displays. Persons reading about such artistic dressings are apt to make an effort to see them and it is more than possible will think of some article to purchase at the same time.

The Value of Decorations

Where artificial flowers, of cloth or paper, are used for decorations, tiny electric lights concealed within the petals may be used to good effect, care being taken to protect the fragile decorations from danger of fire. Unless too close to the flowers there is hardly enough heat in the tiny globes to ignite the fabric. Roses, tulips and other large flowers are easily and cheaply made, and add greatly to the appearance of the window display. Large palms may be hired from florists, or a stock of the "perpetuated" palm may be kept on hand for such use. The up-to-date merchant will be on the alert for new ideas and will study the displays of his competitors for suggestions, but he will not copy too palpably, rather using the ideas for a stimulus to his own mind.

There is a wonderful attraction in novelties and the time to show them is when they are first on the market. There is much in the furniture store that will suggest itself to the housewife as desirable for the home, and it is well to make these suggestions when they are timely. Dame Nature dons new toggery when winter takes its departure and comes forth in brilliant new garb of green and gay tints. The tulips and lilacs make glad the earth, and human beings bloom out in new clothes. The stores should be all advertising the attractions of their furniture, bringing housekeepers in to see the handsome summer goods which make the old look shabby by contrast; or setting forth the beauty of delicate draperies to replace the dusty, dingy ones; or telling the fresh crop of spring brides of the convenience of getting the latest model in kitchen cabinets. Articles for the porch, lawn and garden will be put well to the front, together with articles for the house that are mainly required in hot weather, refrigerators, fireless cookers, gas stoves and the like. The careful merchant will have the old lines well cleared out, but the little remaining stock may be mingled with the new, giving all the appearance of freshness. The arrangement of these lines should be made attractive, thus a line of hammocks, swinging couches, lawn seats, croquet sets, and similar articles might be arranged around a tent so as to simulate a lawn. Such a display is very suggestive to callers, and may sell to them when they did not really come in for that purpose.

FEATURING VACUUM CLEANERS

The Green Furnishing Co., of Hamilton, have been making a drive on vacuum cleaners this year, and with good results. Demonstrations have been an outstanding factor in increasing sales, and an expert demonstrator has been placed in charge. They believe in going the limit in order to make sales, and go right to the homes of interested customers to give demonstrations. Showing a customer how the machine operates right in her own home, will often clinch a sale where a store demonstration would not.



Section of advertisement of T. Eaton Co., of Toronto, featuring summer furniture.

Opportunities in the Summer Furniture Trade

Some suggestions regarding ways and means whereby retail dealers may stimulate it and materially increase the volume of their business

By WILLIAM LEWIS EDMONDS

THAT the summer season is one which affords furniture dealers ample opportunity for conducting a series of special sales there can be no doubt. The only question is how to go about it in order that the best results may be obtained.

It is not my purpose to go into all the details as to how the summer trade should be conducted. That, in the first place, would be presumption. And in the second place it would be presuming that the setting forth of details would be essential in order that the sales could be carried to a successful issue.

My purpose is merely to offer a few suggestions in order that dealers and clerks may give a little more thought and consideration to the subject than might otherwise, in some instances, be the case. In other words, my aim is to stimulate thought, in order that each and every dealer may work out original plans of his own. For it is originality that creates the unique in business as well as in any other scene of activity.

The furniture dealer who would obtain a good yield of business during the summer months must, like the farmer, cultivate if he would reap.

Furnishings for the Verandah

Furnishings for the verandah afford an excellent scope for the effort of the dealer. This must be patent to every dealer when he takes into consideration the number of lines which come within the category of verandah furniture. There are, for example, chairs, settees, lounges, work tables, etc., in all of which there are a large number of styles and makes specially designed for the summer season. The important thing is to get the desired goods in stock and develop the methods most likely to bring about their sale. The buying part of the program is a comparatively easy matter. He who consults catalogues, the travellers, and the advertising columns of the trade newspapers, will readily recognize this. Judgment is, of course, necessary in order that the buying shall be wisely done. But that may be taken for granted.

Window Plays Important Part

As to selling methods, while that is a matter that every dealer must necessarily work out for himself, yet a few suggestions may be in order. Window displays naturally have an important place, designed as they are to arrest the attention of passers-by, and thus create a desire for the goods shown.

It naturally follows that if the maximum of results are to be obtained from the displays that the maximum of effort should be given to their arrangement. In other words the dealer should have every display mapped out in his mind before he begins its arrangement. And when he is giving thought to the subject of each display, let him consider the particular purpose of the goods he proposes to show. With this in mind let him think how he can best arrange the display in order that it may convey to passers-by the particular use for which the articles shown are intended. In other words let him rig up a reproduction of a verandah with the furniture displayed in a way which would suggest its actual use. Artificial creepers interwoven about the imitation verandah would greatly increase the attractiveness of the display.

On no account should the window be crowded. The more it is crowded the less effective will the selling force of the display be. As a matter of fact the fewer the articles placed in the window at one time the more striking is it possible to make the display.

That the display should be changed frequently follows. And there are more reasons than one why it should be changed frequently. In the first place, a window display, no matter how good it may be, becomes stale in time. And by changing it frequently an opportunity is afforded of showing a greater variety of goods, both in regard to prices and styles. That is an important matter to keep in mind, for there is variety in both the tastes and purchasing capacity of customers.

Garden and Lawn Furniture

Much that has been said of verandah furniture applies with equal force to garden and lawn furniture. This is particularly true in regard to making the window displays possess a natural setting. A few square yards of sod can readily be secured for the ground work of a lawn. So can shrubs and small trees. With a setting embodying this idea it is a very easy matter to arrange garden and lawn furniture in a way that will present a natural and attractive scene.

Sleeping Porch Furniture

Thanks to the attention which is being given by medical men to the importance of sleeping where the maximum of fresh air is obtainable, the dealer has the way well paved for pushing porch furniture during the summer months. To fix up a representation of a modern sleeping porch in his window is a by no means difficult matter. In one display, for instance, he might show a line suitable for the sleeping porch of an adult. At another one for children. A wax figure of an adult in bed might be shown in the one and that of a child in the other. This would undoubtedly greatly add to the attractiveness of the displays. Window cards should also be used on which was set out the importance of porch bedrooms as an adjunct to health.

Interior Displays

In connection with the window displays of summer furniture of various kinds, the interior of the store should be similarly treated. During the height of the season the interior of the store should be given a "summery" appearance; a section of the store should be at any rate. Get in a liberal supply of flowers and shrubs and fix up sundry and inviting summer scenes. The plants, flowers and shrubs could be

sold. A florist would doubtless be glad of the opportunity of co-operating in this particular respect.

While large stores of course more readily lend themselves to the working out of ambitious campaigns for the sale of summer furniture, there is no reason why the small dealer should not participate. He can do something. And the more ingenious and resourceful he is, the better, naturally, can he do. Even if his possibilities are limited there is no reason why he should not employ them to the limit. Any any rate a little more effort will always create a little more business.

An Effort in Refrigerators

A part of the dealer's campaign in connection with summer trade should provide for the sale of refrigerators. While this line may not so readily lend itself to unique and attractive displays, as verandah, porch, and lawn furniture, yet refrigerators are just as distinctly summer furniture as any of these.

As to whether the dealer should confine himself to one manufacturer's line of goods may be a moot question, but there can be none regarding the desirability of his carrying at least three sizes and two qualities of stock. Neither can there be any question regarding the desirability of his knowing everything that it is possible for him to know regarding the particular selling points of the line or lines he has in stock. Every householder is aware that the purpose of the refrigerator is to keep food products fresh and wholesome. But it is not everyone that knows just exactly how this is accomplished. This information the dealer and his clerks should be able to impart. And it stands to reason that unless they possess the knowledge themselves they can not impart it to others. They should also be in a position to talk about the economy of having a refrigerator in the home for that is a line of talk that will sometimes effect a sale when all others may fail.

The Place of Advertising

Summer furniture lines naturally lend themselves to advertising. But the better the advertising the better the possible results. The newspaper advertisement naturally takes first place. Not only does it cover a wider field, but it carries more weight and exercises more influence than any other medium.

Where the medium used is a country weekly the space used should be larger than when a daily is employed. As with window displays, crowding should be avoided. Whether the space occupied is small or large the advertisement can be made to stand out by proper arrangement. Illustrations should be used on all occasions, and as electros can be obtained from the manufacturers the cost to the dealer will practically be nil.

The advertising should as far as possible be made to co-ordinate with the window displays.

In addition to the propaganda carried on through the columns of the local newspapers a neatly printed illustrated folder or booklet should be prepared, the greater part of which should be mailed to residents in the district, the remainder being retained for handing to customers who enter the store. The folder or booklet should have a nicely worded introduction, pointing out the importance of summer furniture in the home. Naturally both the newspaper advertisement and the booklet should give prices for every article dealt with.

Furniture dealers whose stores are located in summer resort districts should map out a special plan for reaching occupants of cottages. In addition to sending them copies of folders and booklets it would pay to send a clerk to call upon them early in the season. This might also prove an opportune time for selling talking machines as well.

In view of the general prosperity obtaining throughout the Dominion, there is a bright outlook for the dealer who will undertake a vigorous campaign for the sale of summer furniture.

USING FOOD CONTROLLER'S STATEMENT TO BOOST REFRIGERATOR SALES

The vigorous campaign against waste of food that is being waged this year by the Canada Food Board can be used to good advantage by the dealer in pushing the sale of refrigerators. Some firms are already making use of it. One firm is the Green Furnishing Co., of Hamilton, which recently had an ad. headed, "Don't Let Your Food Spoil." The following statement of the Food Controller was quoted:

"In view of the world shortage of food, it is vitally necessary that we should make the utmost of the stocks at our disposal in order that we may increase to the greatest possible extent our shipments of supplies of essential foods to our soldiers and our allies.

"Waste in all its many forms must be reduced to a minimum. The man or woman who through carelessness allows food to spoil, or is otherwise guilty of waste, is helping the enemy by withholding from our soldiers and allies the support which they need, and which they must have in order to win the war.

"The order-in-council against waste prohibits the willful waste of any food or food products, where such waste results from carelessness or from the manner of storage thereof, or is due to any other avoidable cause. Such waste is made an offense subject to heavy penalties.

"The food board appeals to the public to do its utmost to reduce food waste in every possible way."

The ad. then proceeded:

"Is your home equipped with a means of keeping food fresh and pure—to allow food to spoil is not only wasteful, but unpatriotic in these days when conservation means so much. A poor refrigerator is a very expensive thing to have in your home. By using too much ice it means big ice bills, and by failing to keep food at proper temperature, it will increase your food bills. Every refrigerator we sell is guaranteed to give absolute satisfaction. Three carloads were ordered to obtain a lower price. You are sure of good value in your refrigerator at Green's. The Charge Account Service will enable you to have one right away. The refrigerator pictured above is very handsome in design, as well as strongly built; holds 25 pounds of ice, is 42 inches high by 32 inches wide; golden oak finish. Galvanized interior, two wire shelves, and is extra special value at this price."

PEDESTAL LAMPS ELECTRICALLY CONNECTED

The Home Furnishing Co., King St. E., Hamilton, have been featuring pedestal lamps. A number of samples are shown on the main floor with electrical connections, so that they may be shown off to advantage to interested customers.

COURTING MIDSUMMER WEDDING TRADE

Advertising is one of the first essentials in connection with the midsummer wedding, as it is in connection with all other special campaigns. Without it the campaign would be practically a misnomer. Newspaper advertising is undoubtedly the first essential. But circulars or booklets should be employed as well. Each is complementary to the other. In other words the one helps the other.

In both schemes of advertising a list of articles suitable for housekeeping and appropriate for presents should be furnished. Prices at which they can be purchased should also be given. The importance of the list of goods is that it furnishes newly-weds with information as to their housekeeping necessities, and their friends with suggestions regarding the suitability of this and that article as a wedding present.

In addition to the two general schemes of advertising outlined above, it would be a good idea to send a letter to prospective brides and grooms when their engagement is announced, in which their attention is drawn to the goods the dealer carries in stock, and inviting them to call and inspect it. A little later this should be followed with one of the circulars giving detailed information regarding the different lines of furniture.

Anticipating Future Business

With a view to future business it is advisable that a list of the newly-weds should be compiled. As no young couple, when beginning housekeeping, have their home fully equipped, it follows that they will some time need to purchase a number of articles as they realize their necessity. It also follows that the furniture dealer who keeps in touch with them, as he can do by occasionally sending them a letter or circular, will, as a rule, get the business. As a matter of fact it is possible for a dealer to build up a connection in this way which may have great potential possibilities. In addition to circulars or letters he can occasionally use the telephone for the same purpose.

That window and interior displays can be made contributing factors to the securing of business during the midsummer wedding campaign there can be no doubt. As a matter of fact they are so important that no campaign of the kind would be complete without them. And being important it follows that they are worthy of much thought and attention.

Character of the Window Displays

The window displays should be made as unique and appropriate as it is possible to make them. A certain retail store in Toronto some years ago, started its midsummer wedding campaign by inducing a young couple to have the marriage ceremony performed in one of its store windows. While this is an innovation that few young couples would consent to be a party to, it is possible for every dealer to borrow three wax figures from a local drygoods merchant and dress them up to represent the contracting parties and the officiating clergyman. A display of this kind would be particularly appropriate for launching the campaign and would undoubtedly attract a great deal of attention. Such a display might not lead to an immediate sale of goods, but it would undoubtedly give the store considerable publicity.

The displays which follow should be specifically designed to attract the attention of both couples about to be married and their friends. This implies that they should be as diversified as possible and frequently changed. Some of them should be particularly designed to catch the eye of the contracting parties, while others should be made up of articles which can be recommended as suitable for wedding presents.

Every display should be accompanied with a liberal use of appropriate and catchy window cards.



Fine new store of Almys Limited, Montreal. They have an extensive furniture department.

Seasonable Suggestions for the Furniture Dealer

THE selling power of any display is considerably increased by an appropriate setting. This is particularly true of summer furniture and the dealer should try to set off displays with settings that will be suggestive of the purpose of the goods. Elaborate settings are not always essential either. Many simple settings can be arranged that will do the work well.

Statuary and Pictures Present Opportunities

Many furniture dealers are finding statuary and pictures very profitable lines to feature. These are lines that are closely associated with furniture and accordingly the appropriateness of the furniture dealer handling them.



Advertisement of Winnipeg store, offering some seasonable suggestions.

There is an increasing demand for both statuary and the better class of pictures. The "movies" have been a great factor in suggesting these lines to the public and are no doubt responsible to no little extent for the enlarged demand. The scenes in many of the moving picture plays are embellished with noted pictures and statues, both in travel scenes and in interior views.

Another aid in creating demand is the magazines, many of which are showing scenes in the war area of Europe, depicting historic cathedrals, statues and monuments. These aids with the fact that people are a more travelled lot than formerly, have made the public better acquainted with classic and ornamental figures, which has led to a demand in statuary for leading poets, musicians and statesmen, and in pictures for the historic and beautiful.

Many furniture dealers who in the smaller towns do picture framing, have drifted quite naturally into the handling of framed pictures, and the added statuary line has been easy to incorporate with his other goods. A window display of statuary is helpful to sales.

SELLING REFRIGERATORS

By J. Russell Pontifex.

ALL refrigerators look more or less alike until you examine them. It's up to the salesman to know the difference, to understand the construction, and be able to give a customer an intelligent description of the various grades offered for sale.

Reliable manufacturers will always be pleased to give particulars to be used as strong selling points, will supply cuts showing method of air circulation, wall construction for ice economy, type of lock used to ensure perfectly closing doors, and tell all about the special features of their line which will help to make sales.

Press home the special facts about the line you handle. If white enamel, that it is much cleaner and more sanitary than plain galvanized interiors. To the better class customers show the exceptional features of opal linings, the ease with which they can be sponged over, the extra coolness another strong point, to say nothing of the more attractive and appetising appearance, and so on with the other particular features of your refrigerator.

Never let customers buy a cheaper article than you are sure they really need. A salesman should be able to gauge a price during the sales talk. Quality, not price, is the motto for refrigerator sales. In these times of conservation, the saving of food is a patriotic duty, right now is the time to get busy on the job, so altogether, push refrigerators.

SELLING WASHING MACHINES AND VACUUM CLEANERS BY CLUB PLAN

UNDOUBTEDLY all have heard about pianos, phonographs, etc., being sold on the club plan. The same can be done, says a dealer writing to an exchange, with washing machines, stoves, vacuum cleaners or anything else of general use which runs into considerable money. The "club" is nothing more nor less than a co-operative buying plan. For example, you get twenty-five customers to join to-

gether to buy a twenty-five dollar stove or vacuum cleaner or whatever else you wish to push, each paying one dollar a week for twenty-five weeks. Every week some member is selected by lot to get a stove.

To succeed, the club plan requires getting out and hustling, covering the sales area carefully, approaching all possible customers who are financially responsible. The selling arguments are: That a good machine is a good investment and a great convenience and that the club provides a safe way to buy on easy payments at a cash price. Each week you have the money before you turn over the article. You can offer to allow the club washer or vacuum cleaner as part payment on a more expensive one, or agree to buy it back at a five dollar reduction if the customer doesn't want it when he gets it or wants to drop out of the club. In managing a club it is wise to have a properly drawn up form of agreement that makes the entire plan legal and binding.

THE FOOD BOARD SAYS, "SUBDUE THE SUBMARINE," BY

Substituting economy for waste.

Substituting co-operation for criticism.

Substituting knowledge of prices for gossip about profits.

Substituting cornmeal and oatmeal for white flour.

Substituting fish for beef and bacon.

Substituting vegetable oils for animal fats.

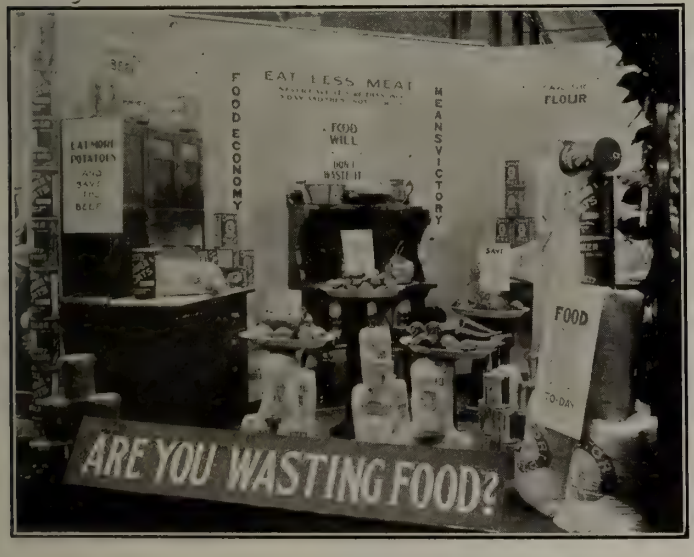
Substituting the garden hoe for the golf-stick.

Substituting performance for argument.

Substituting service for sneers.

Substituting patriotic push for peevish puerilities.

Substituting perishable for preservable foods.



Another food conservation window—arranged by the Hudson's Bay Company, of Edmonton. Note how they are taking advantage of the opportunity to feature many lines of kitchen equipment.

Substituting greater production for a German peace.

Substituting the beef you do not eat for the rifle you cannot carry.

Substituting conservation for conversation.

Substituting common sense for common gossip.

Substituting marketing for telephoning.

Substituting production for pessimism.

FINDING OUT REASONS FOR LOST SALES

We reproduce herewith a printed form in use by a firm of Montreal retailers in order that they may become acquainted with the reasons for lost sales in their store. It is filled out by the clerk and shows the article asked for and the reason a sale was not made.

LOST SALES

CLERK..... DATE.....

ARTICLE	REASONS

Lost sales are not always due to lack of salesmanship on the part of the clerk. A particular brand not in stock may be asked for, a competitor may be offering a lower price, or there may be some other cause that is not the fault of the clerk. If the "reasons" show any weakness on the part of the clerk, he or she can be coached so as to overcome the difficulty.

GETTING WOMEN'S TRADE

Most women like things to be neat, clean, and attractive. I once called upon a shrewd hardware merchant in Los Angeles, in the downtown district, right under the shadow of the big department stores, and found him so busy that he could talk to me only a minute at a time between waiting on his customers, about one-half of whom were women. By degrees he told me the details of how he had gotten women to trade with him.

To begin with, he was a constant advertiser in the daily papers, where most of his advertising was directed at women. That particular morning he had played up a big advertisement telling about the sanitary and neat appearance of some new white enameled refrigerators he had just received. He had two well-trained salesmen, who were thoroughly drilled in talking up the merits of the refrigerators. He sold five that day. He also advertised a bargain sale on scissors, and had them piled in a basket, not in the front of the store, but about half way back. The basket was presided over by an attractive young girl, who was also a good saleswoman; and she sold articles of cutlery to almost every one of the women who bought a pair of the bargain scissors.—Hardware Dealers' Magazine.

AN IDEA TO HELP COLLECTIONS

An Ontario furniture dealer who sells sewing machines on the instalment plan, gives his bookkeeper, who has charge of collections, the last dollar collected on each machine. Naturally, this is an incentive to the bookkeeper to see that all payments are made promptly.

How Two Instalment Houses Handle Credits and Collections

The method of handling credits and collections as followed by two Toronto firms which sell goods on instalment plan.

IN no other line of trade, perhaps, is credit extended to the customer so freely as in the retail furniture business, and with many stores an exceedingly large proportion of the turnover is upon the instalment plan. Particularly is this the case in the large cities, where some of the house furnishings concerns do an enormous volume of trade on the basis of a small down payment in cash and the balance distributed over many weekly, by-weekly or monthly payments. In fact, so strongly is this system intrenched that in some stores the cash sales constitute a very small percentage of the whole.

Steering Clear of the Rocks

With the main trend of merchandising every day more strongly inclined towards the elimination of credits, this situation in respect to the furniture trade grows more peculiar. That it is a custom, however, based upon sound business principles and a profound knowledge of human nature there is little question. The success which some concerns have achieved is the evidence. It is a business, however, in which there are many chances of failure. Just how to steer clear of the rocks—how to discriminate among the buyers of furniture so as to judge whom to trust, how much to sell them, and having sold them how to collect what they owe you—has been made the subject of enquiry by THE CANADIAN FURNITURE WORLD. Two well-known credit furniture houses have been approached and interviews sought with the men who from long experience with and intimate knowledge of the buying public are in a position to pass along some valuable information for our readers.

Value of Personal Talk With Customer

Mr. Anson C. Hoffman, manager of the collections department of the F. C. Burroughes Furniture Company, 643 Queen St. W., Toronto, believes strongly in the value of a chat with a customer, both when he is asking credit and when at any subsequent date a difficulty arises in respect to payments. Said he:

"I like to see and talk with my prospective customer. From long practice in the business I am able thus to size him up fairly accurate.

"Roughly speaking, we have two well-defined classes of men and women to deal with. There is the person who wants to buy only what he feels he can pay for and intends to pay for as quickly as possible, and there is the person who wants to get all the furniture he can for the least possible cash down and with payments strung out as long as possible.

How The Two Classes of Customers are Handled

"The first man is easy to deal with. We find out his circumstances and make the arrangements which in our judgment best suit the case. The tendency of the average customer is to over-buy. He likes to see his home nicely furnished, and to pay $1 a week on some article looks easy. He may forget that unforseen demands on his salary may crop up. We hold him down to a reasonable amount, and so save him and ourselves future worry. He is our preferred customer.

"The other man gives us more concern. To be able to size him up, and prevent him placing us in a position which will lead to unpleasantness later on, is one of our chief troubles. Because, of course, we are anxious to sell all the goods with which it is safe to trust a customer."

The contracts of the F. C. Burroughes Furniture Company, require, said Mr. Hoffman, the payment in full of an account within twelve months of the date of purchase of an article. No interest is charged. A discount of 10 per cent. is allowed upon any sums paid in advance of the date specified in the contract.

When Customer Neglects Payment

It, of course, frequently happens that the purchaser of a piece of furniture is unable to meet payments according to his agreement. In that case the company examine their records of the transaction and are guided by these and the subsequent actions of the purchaser.

"We prefer," said Mr. Hoffman, "that the party concerned should come to the office and tell us of his difficulty. We would rather have a man do this and bring with him no payment, than have him write a

Telephone Main 1384
641-647 QUEEN STREET WEST
The F. C. Burroughes Furniture Co.
DEALERS IN
Furniture, Carpets, Oil Cloths, Stoves, Ranges and Home Furnishings
Toronto _____ 190
Ledger
Pro
COLLECTION DEPARTMENT

You will notice from statement below the condition of your account. If it would be convenient for you to let us have the arrears we would much appreciate it, as we are endeavoring to bring our books as near up-to-date as possible.

Amt Balance
Amt Arrear.

Yours truly,
THE F C BURROUGHES FURNITURE CO., LIMITED
Manager

Telephone Main 1384
F. C. Burroughes & Co.
DEALERS IN
Furniture, Carpets and Oil Cloths
Stoves, Ranges and Home Furnishings
Entrance
585 to 591 QUEEN WEST
Toronto _____ 19
COLLECTION DEPARTMENT
Ledger
Pro

We beg to advise you that you are not making payments to us on your account, as your agreement with us calls for. The terms of payments specifed in your agreement with us we wish you to respect , consequently request you to call at our office how and provide cash equal to the amount of payments in arrears on said account, and to also arrange for regular payments in the future

Yours truly.
F C BURROUGHES & CO.
Per _____

Amt Balance
Amt. Arrears

Two forms of letters sent out to tardy debtors by Toronto instalment house. If no response is received to these, a personal letter is sent to defaulting customer.

letter enclosing part payment. A frank, honest statement in person pleases us best, and that we endeavor to get.

"If a man is experiencing hard luck, we stand ready to make allowances, in fact we will go to considerable lengths to accommodate a really deserving customer, for the last thing we want to do is to take back the furniture.

"If, however, we find that a man is not making a real effort to live up to his contract we use different methods.

Three Letters to Tardy Payers

"In making collections we divide the city into sections, and these areas are covered regularly by our collectors. When a sale is made we discover on what days a man gets his wages, weekly, fortnightly or otherwise, and make it a point that our man shall call at that time. Some accounts are made payable at the store. Whichever way it is, when a man misses a payment we send him a form letter calling his attention to the fact. If he disregards this, we send him another letter, a little sharper in tone. If he fails to respond to this, we write him a personal letter stating that unless he takes some steps to meet our demands we shall re-possess ourselves of the goods according to the terms of our contract."

Look Well Into Each Case

Mr. Riggs, who has in charge the credit department of the Adams Furniture Company, of Toronto, like Mr. Hoffman, relies largely upon the impression he receives in a personal interview with the customer, both in the first instance and in subsequent dealings. Even when on the face of things an account may be hopeless, a personal interview may reveal the fact that a man is essentially honest, and that it will be still to the interest of the company to carry him.

"When it comes to collecting accounts long overdue, it pays to look well into the case," says Mr. Riggs. "If a man owes us an account he probably owes others, but if we handle him right, we may be the ones to get the money!"

Individual Treatment of Each Case

The percentage which shall be paid at the time of purchase is, with Mr. Riggs, an elastic amount. When it is an old customer who is buying, the records of the previous purchase furnish a fair guide. When it is such materials as curtains and mattresses which are being purchased, the down payment is in larger proportion, since, once used, they cannot readily be offered for re-sale—not less than 25 per cent. of the price. With furniture it is customary to ask for 20 per cent. cash.

"In making collections we base our procedure upon the record of previous payments, the information brought us by our collectors, and the response to our letters.

"We have as many as four form letters which we use sometimes before writing a personal letter. But, if we find from our collector after two letters have been sent to a man, that it is time to take sterner measures, we waste no time in further letter writing. Every account calls for individual treatment if one is to get results.

"Sometimes it is necessary to take back the goods and have them sold by auction. We reimburse ourselves for the costs and, if they sell for sufficient, collect the balance of our account. Anything left over this is returned to the defaulting purchaser.

"In rare cases, where the amount involved is large, and where there is not sufficient realized out of the sale to re-imburse us and pay up our account, we place the matter in court and get judgment. We do this only, of course, where the customer is possessed of property or other assets, or where in the interests of ourselves and other persons, it is necessary to make an example of the case."

ENQUIRY ON SHOW CARD WRITING

The Canadian Furniture World:

I am a subscriber to your paper looking for information on how to commence the course in show card writing running in your paper. What material is best to use, what is the price of same, and where is it obtainable?

FRANK PATTERSON.

Editorial Note—Collins' Course in Show Card Writing which has been appearing in this journal has been completed. A useful book on showcard writing is, "How to Make Show Cards," which is obtainable from the Book Department of The Commercial Press Ltd, 32 Colborne St., Toronto, for $1. It is a book of 120 pages, printed on heavy coated paper and giving fundamental principles of lettering with pen and brush. It is well illustrated with diagrams, alphabets, sample signs, etc.

Show Card Information

You can begin practice in show card writing with little material and can add to your equipment as you desire. For practice work procure some sheets of manilla wrapping paper, a ruler, pencil and good rubber. You will require at least a couple of red sable brushes that will work nice and flat. You will need them to work from 1/16 of an inch in width to half or 5/8th of an inch. With a little practice you will be able to manipulate a brush to work at various widths. For example, the brush with which you can do a 5/8 inch stroke you will be able to do a 1/4 inch stroke.

A black show card ink that dries quickly, flows freely and leaves a flat, black surface may be prepared as follows:

Take shellac, 4 ozs.; borax, 2 ozs.; water, 1 quart, and boil until dissolved; add 2 ozs. of gum arabic dissolved in hot water (or 3 to 4 oz. liquid mucilage will answer the purpose), add lamp black about 2 ozs., and dissolve about half a package of black dye, according to directions on the package, and stir into the mixture. Boil this for five minutes and strain through a coarse cloth when sufficiently cool to handle.

You can get red sable brushes for show card work from E. Harris and Co., 73 King St. E., Toronto, for from 20 cents to $1.00, according to size. Black lettering ink can be had from the same firm for 20 cents a bottle.

SIGN IN STORE OF HOME OUTFITTING CO. OF HAMILTON

EVERY man should work and feel that he is part of the firm and not merely a hired man. He should look after the business as though he owned it; and feel that if he in any way neglected his work the business would suffer.



Two library tables from the Geo. McLagan line, made in solid mahogany and American black walnut.



Adam pattern walnut bedroom suite of seven pieces, manufactured by the Knechtel Furniture Co., Hanover.



Left—New record cabinet manufactured by the Orillia Furniture Co. Ltd., Orillia.

Right, No. 430 — Desk, manufactured by the Meaford Mfg. Co., of Meaford, Ont.



Canadian Furniture World

TORONTO JUNE 1918 CANADA

Fighting Mail Order Evil by Co-Operation

For the growth of the mail order evil in the small town the merchants themselves are largely responsible. As has been frequently pointed out before, they do not put forth sufficient direct effort to demonstrate to customers that they can serve them just as cheaply as the mail order concerns in the large centres, and that it is the people's own as well as the town's interests to spend their money at home.

Aside from this lack of aggressiveness, there is another big factor in turning much trade to the mail order houses, and that is the inability of local dealers to supply fully the wants of customers properly. I mean that customers are frequently unable to get all varieties of goods they desire and that the selection from which they have to choose is often altogether too limited. In the average town this is due to the selfishness and lack of co-operation on the part of the local merchants. The big trouble lies in the fact that dealers are not content to stick to their own legitimate line, but are continually encroaching on some other dealer's field and the trade is so split up that no one dealer can carry any large stock or assortment.

We find the dry goods man putting in groceries and the grocer retaliating by adding a few lines of dry goods. The druggist puts in silverware and clocks and the jeweler gets back at him by taking up the sale of stationery, pennants and such lines, and even in one case known to the writer, patent medicines. The shoe man encroaches on the dry goods man by adding gents' furnishings, and the latter puts in a line of shoes. And thus, the merry battle goes on, until most of the stores are operating departmental stores, with the drawback that none of them have sufficient business to be able to carry a large enough or well enough assorted stock to satisfy customers, and as a result they begin to send away to mail order houses where they can get a better choice, and pretty soon the habit of sending away for goods is firmly established.

This would be avoided if dealers in such towns would get together and agree to stick more closely to their regular lines. A little co-operation in this direction would prove of great benefit in fighting the mail order evil that is sapping the life-blood of so many small towns.

* * *

"She's One of Our Customers"

A dealer in speaking of a certain housewife recently said, "She is one of our customers," meaning to imply that she bought all her requirements at his store. The writer happened to be better acquainted with the lady in question than this particular dealer, and knows that he does not sell this woman any more than half of her furnishings, although he appears to be under the impression that she buys all her goods from him.

Many other dealers are mistaken in the same way in regard to a good many of their customers. They go gunning for new customers when they already have many patrons to whom they might sell a considerably larger quantity of goods. The increasing of the trade of the customers he already has is a worth-while field of endeavor for the average dealer. He needs to study intensive storekeeping just as the farmer of to-day is studying intensive farming. He will find that he will be able to increase the amount of the purchases of each customer just as the farmer finds it possible to increase the yield per acre on his farm by the use of intensive agricultural methods.

* * *

Talking Machines For Summer Homes

The sale of talking machines for summer cottages and camps is an excellent avenue of business for the dealer at this time. The number of machines sold for this purpose last year was large, and there is every evidence that it will be increased this season. As a source of entertainment for various times and occasions at the summer camp, the talking machine has many advantages, one of the greatest being that it is easily transported and is ready to provide entertainment at all times.

Why not adopt a slogan of, "Take a phonograph with you on your summer outing?" It can be used in advertising and in window displays showing summer camp scenes and telling about the delights of phonograph music during the vacation season. Get after this business right away.

* * *

The Training of Clerks

The dealer to-day has not the same opportunity for the selection of good clerks as he formerly had, on account of the smaller number available to choose from. Nevertheless, he should do his best in this regard, and in addition, put forth special effort in the matter of training his clerks so that they will become really efficient employees.

They should be instructed in the rudiments as well as the ethics of the business, inspired to secure and assisted in securing a knowledge of the varieties and qualities of the goods stocked so that they can present them intelligently to the customer.

Many an opportunity to make a sale has been lost because of the stupidity, ignorance or incompetence of the clerk. Do your best to raise the standard of salesmanship in your store, so that each clerk will be able to attain maximum results. It will prove profitable to you and besides it is your duty to inspire and train your employees to the highest possible efficiency.

Keeping Out the "Pikers"

In his rounds of the trade during the past couple of years, the writer has frequently heard the complaint from retailers that it costs a great deal more to finance a business now than it previously did, on account of the high price of goods and the necessity of stocking up on many lines on account of the slowness in getting supplies.

The other day, however, the writer called on a dealer who had no complaint to make regarding this feature. On the contrary, he rejoiced because of it. He pointed out that it was to the advantage of the established dealer because it kept out the "pikers"—those who are inclined to go into business on small capital or limited credit, and who are a detriment to the trade generally because of the large number of them who fail.

There is no doubt that there are altogether too many people who go into business on insufficient capital. They are badly handicapped in their fight for a place in the business world, and many fall by the wayside, to the general detriment of the trade. Especially in times like these it is not wise for those with insufficient capital to float their business craft, to venture into the sea of trade. Considerable capital, even in a small business, is almost essential at the present time.

* * *

Price Cutting—a Blow Below the Belt

Price cutting is to present day business what the rule not to strike below the belt is to prize fighting. That is the way that Paul Nystrom, economist, puts it. One blow below the belt may put the best fighter in the world on the floor in a moment and thus end the struggle. A foul blow in business competition such as unjustified or dishonest price cutting has shown itself to be, might send the most efficient man into a receivership.

The merchandise in your store may be yours, and you can do with it what you want, but when you use it to destroy another dealer, you deliver an unfair blow.

THE VALUE *of* ENTHUSIASM

By J. Ogden Armour

ENTHUSIASM is the dynamics of your personality. Without it, whatever abilities you may possess lie dormant; and it is safe to say that nearly every man has more latent power than he ever learns to use. You may have knowledge, sound judgment, good reasoning faculties; but no one—not even yourself—willknow it, until you discover how to put your heart into thought and action.

A wonderful thing is this quality which we call enthusiasm. It is too often underrated as so much surplus and useless display of feeling, lacking in real substantiality. This is an enormous mistake. You can't go wrong in applying all the genuine enthusiasm that you can stir up within you; for it is the power that moves the world. There is nothing comparable to it, in the things which it can accomplish.

We can cut through the hardest rocks with a diamond drill and melt steel rails with a flame. We can tunnel through mountains and make our way through any sort of physical obstruction We can checkmate and divert the very laws of nature, by our science.

But there is no power in the world that can cut through another man's mental opposition, except persuasion. And persuasion is reason, plus enthusiasm, with the emphasis on enthusiasm.

Enthusiasm is the art of high persuasion.

And did you ever stop to think that your progress is commensurate with your ability to move the minds of other people? If you are a salesman this is pre-eminently so. Even if you are a clerk, it is the zest which you put into your work that enkindles an appreciation in the mind of your employer.

You have a good idea—don't think that other people will recognize it at once. Columbus had a good idea, but he didn't get "across" with it without much of this high persuasion.

If you would like to be a power among men, cultivate enthusiasm. People will like you better for it; you will escape the dull routine of a mechanical existence and you will make headway wherever you are. It cannot be otherwise, for this is the law of human life. Put your soul into your work, and not only will you find it pleasanter every hour of the day, but people will believe in you just as they believe in electricity when they get into touch with a dynamo.

And remember this—there is no secret about this "gift" of enthusiasm. It is the sure reward of deep, honest thought and hard, persistent labor.

Merchandising Suggestions from Our Exchanges

Methods and ideas in furniture retailing as seen by other journals

THE SMALL SALES

In our December number we had a suggestion, that we regarded as particularly good, on the furniture store having a modern showcase displaying the small things that are carried in stock, such as castors, polish, draw pulls, etc. The importance of the little goods is apt to be overlooked where big goods are sold. It should be borne in mind that the most successful and profitable of all mercantile establishments are the five-and-ten cent stores. They are the ones that are cleaning up the millions. Here is an apropos story:

A country merchant was once talking with a traveling man in regard to small wares.

"I can't see," he said, "how it pays to bother with so many of those little things. Now, if I sell an item for ten dollars I can see where my profit comes in. But ten cents, fifteen cents, twenty-five cents—where's the profit?"

"I know something that is better than an argument," said the traveling man. "You just take a quantity of your old sales checks and have them sorted according to amounts. Put everything that is less than a dollar in one pile and everything over ten dollars in another pile and so on. I don't know just what you will find, but you will learn something."

Some months later the merchant met the traveling man.

"Well, what did you find on those sales checks?" said the drummer.

"You were right," said the dealer. "They make the big bulk of our sales."—Southern Furniture Journal.

MORE USE FOR EXAMPLE ROOMS

The example room in the furniture store has increased as an important factor in the favorable display of suites and a demonstration that greatly assists a sale. It may be worth consideration, in cases where there are several of these rooms in a store, whether it is not advisable to hold one of these rooms for special cases that require most careful treatment. Say one of these rooms is kept vacant, for instant use when occasion requires. Suppose a woman comes in who is not sure of herself. Perhaps she is refurnishing an entire room with rugs, curtains and furniture. A skilled salesman, by showing her about the store, may get her preferences in regard to the style of a suite, color of wall paper, or rugs, or curtains, and if the customer cannot be "sold" immediately, arrange for her return the next day to see that example room completely furnished with a style of suite and in a tone of furnishing that she prefers. Thus the next afternoon, when she appears, there will be the right rug on the floor with harmonizing curtains at the window, and the suite of furniture well displayed in a room which presents a beauty and harmony that will have its full effect. This is simply a suggestion for the use of an available room on special occasions, and others will no doubt arise from time to time that could hardly have been foreseen.—Furniture Trade Review.

PRICING FURNITURE

There are two rules that the present-day furniture merchant follows when pricing his stock, and they both call for determination and grit:

1. Lose enough on a few things to make sure that they are very attractive.

2. Figure large enough profits on the many things to offset the loss on the few, and leave a satisfactory gain besides.

In needs gumption to take a loss, but it sometimes takes as much—or more—courage to make plenty of profit.

However, without having courage enough to do both these things, the purposes of good price-marking are not accomplished.

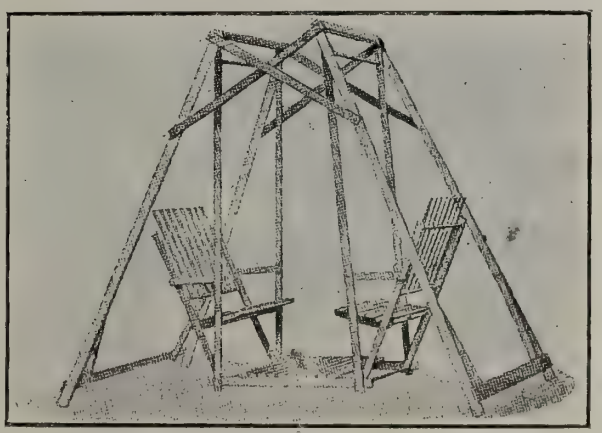
To mark down the few things so little that they don't move freely in season, is to fail to accomplish the purpose of so marking them.

Don't lose sight of this: the other merchant is just as hot after profit as you are. Better forget the competitor anyway. Mark a few prices low enough to make them compelling, and advertise them. That will bring more people into your store.

Then by right arrangement of stock you can sell the more people in your store some of the other things marked high enough to pay you a profit as big as it ought to be.—Northern Furniture.

LAWN SWINGS

for 2 and 4 Passengers for 1918 delivery



The derrick is 9 feet high, painted red, and glazed with good out-door varnish. The cross-arms, hangers and seats are finished on natural wood. The swing is amply large for four persons and folds completely. Weight, each, 115 pounds.

For particulars write to

J. E. Beauchamp & Co., Montreal

Representatives:

R. G. Bedlington & Co., Vancouver, B.C. J. M. Paquin, Montreal
The Ives Bedstead Mfg. Co., Winnipeg Landry & Simard, Quebec City
Lynch & Manley, Toronto, Ontario.

KNOBS *of* NEWS

The furniture business of E. B. Clegg, of Peterboro, Ont., is being closed out.

The Crown House Furnishing Co., of Toronto, has recently been registered.

A. Godfrey Fournier is now a partner in the firm of L. G. Fournier & Co., furniture dealers, of Ottawa.

Laurin & Laurin, furniture dealers, of Montreal, have dissolved, J. H. Laurin continuing under same style.

J. A. Banfield, of Winnipeg, was elected president of the Dominion Board of the Retail Merchants' Association at its annual meeting in Ottawa last month.

W. B. Rogers, postmaster of the city of Toronto, who passed away this month, was at one time connected with the furniture business, being secretary-treasurer of the Chas. Rogers & Sons Co., furniture manufacturers of Toronto.



J. A. BANFIELD,

of Winnipeg, who was elected president of the Dominion Board of the Retail Merchants' Association.

George Jung of the firm of Heimbecker & Jung, furniture manufacturers, of Elmira, Ont., and one of the town's prominent citizens, passed away on May 27. He has been in business in Elmira since 1902, and is survived by his wife, a son and a daughter.

Mr. William Hess, who about 30 years ago, along with a brother, conducted the Hess Furniture Company of Listowel, Ont., and later had a factory at Bracebridge, passed away last month. He was at one time mayor of Listowel.

Baetz Brothers, of Kitchener, Ont., will show the Baetz and Anthes lines in their display rooms in the Anthes factory, from July 10 to 20, featuring fall goods. It is their intention to conduct a semi-annual furniture show.

HUGH NEILSON, OF CALGARY, PASSES AWAY

Hugh Neilson, founder and president of the Neilson Furniture Co. Ltd., of Calgary, Alta., passed away in Honolulu on May 9, whither he had gone in an endeavor to recuperate from a lengthy illness.

The late Mr. Neilson was one of the pioneer business men of Calgary. Born at Chatham, Ont., in 1849, he was in business there for twenty years before coming west. In 1894 he went to Calgary and established the business which bears his name and of which he has ever since been the president and moving spirit.

Mr. Neilson had few activities outside of his own business, to which he devoted all his energies, and the success of which is a monument to his integrity and ability. He was, however, prominent in the Independent Order of Oddfellows, and was a Patriarch of that fraternity. In religion he was a Presbyterian and an elder of Grace church.

In addition to his wife, Mr. Neilson leaves a daughter, Mrs. Fred Curry, whose husband, Capt. Curry, has been on active service overseas ever since the outbreak of the war. Both wife and daughter were with him in Honolulu, and according to the cable message received will sail from there shortly, accompanying the body, which will be brought to Calgary for interment.

PRICES MOUNTING UPWARD

American metal bed makers were compelled, a short time ago, to advance prices 10 per cent. American furniture manufacturers recently advanced their prices 25 per cent. These advances are significant of price tendencies. The ever-growing scarcity of materials and labor, and the steadily increasing transference of manufacturing facilities to war work is forcing the price of all commodities upward.

The dealer who now hesitates about ordering depleted lines will find that the longer he waits the more he will have to pay—and the more danger he will run of having his order unfilled at any price. The present is a time for wise and careful buying, surely; but it is not a time for undue timidity in buying nor for a partial paralysis of sales effort.

B. WALTER & CO. APPOINT CANADIAN REPRESENTATIVE

Mr. Leonard J. Fox, sales manager of B. Walter & Company, manufacturers of table slides, Wabash, Ind., visited Canada in May, in the interests of Wabash Slides, which are used by a goodly number of table manufacturers of Canada. While here he completed arrangements whereby Mr. Frank A. Smith, of Kitchener, Ont., will act as Canadian representative for this line.

In company with Mr. Smith, Mr. Fox travelled over a good part of the Canadian territory, visiting the furniture factories in Stratford, Strathroy, Listowel, Lucknow, Kincardine, Southampton, Owen Sound, Chesley, Hanover, Kitchener and Hespeler. They found furniture manufacturers well pleased with the present outlook for business.

MID-SUMMER SHOW IN JULY

Canada Furniture Manufacturers Ltd., will conduct a comprehensive display of furniture at their Toronto show rooms during the entire month of July. A complete range of Christmas goods will be on display.

AT THE NATIONAL MUSIC SHOW

New York, June 1-8

Gerhard Heintzman Phonographs



Model E

Will be exhibited and compared with the world's best productions in the phonograph field. The

GERHARD HEINTZMAN

name, tone quality, case design and beautiful piano-like cabinet make this phonograph worthy of a place among quality lines.



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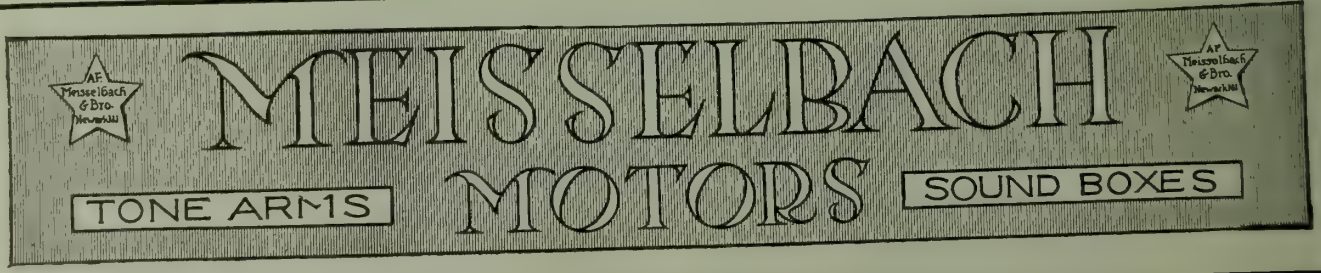
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Otto Heineman
President



Furniture Imports Not to be Under Embargo

Certain woods and other raw materials continue under license—Conservation necessary because of limited supplies—Canadian Furniture Manufacturers Ass'n discuss war trade conditions.

The following is a more extended report of the special committee which interviewed the War Trade Board at Ottawa, and of the remarks made at the May meeting of the Canadian Furniture Manufacturers' Association, at which Col. Carnegie of the Imperial Munitions Board, spoke, held in the Toronto offices of the C. M. A. A summary of Col. Carnegie's talk and the various reports presented appeared in the last issue of Canadian Furniture World, and a more extended report of the Colonel's remarks appears on another page.—The Editor.

* * *

At the conclusion of Col. Carnegie's splendid address, Chairman Moss asked Mr. George McLagan for a report of the furniture manufacturers who visited the War Trade Board at Ottawa.

This report, I think, said Mr. McLagan, would have been considered much more interesting if it had been given earlier. The budget of the Finance Minister, the statement of the plans of the Government in regard to taxation, have practically given us all that we were looking for in the way of information. I may say just a word or two, however. I think most of you know that there was proposed that there should be an embargo placed on furniture along with a great many other articles, and that as an offset to the loss of duty that would result to the Government therefrom, there should be a 10 per cent. excise tax on goods manufactured here. You have noted, however, that though that was proposed and your representatives at Ottawa, or at least those that were called to Ottawa by the War Trade Board were willing, as far as their number went, to agree that that would be not adverse to the interests of the furniture manufacturers, providing it was wisely carried out, yet apparently the Government, in its wisdom, or unwisdom, have decided that they would not place furniture on the list of goods embargoed and upon which they determined to place an excise tax.

Now, there is a matter which I think is of interest to all of us which was discussed before the War Trade Board, and that is the import of materials from the United States which we use in our manufacturing. The War Trade Board was asked very definitely if they were quite sure that the embargo on the manufactured product might not carry with it a disposition on the part of the United States to place an embargo on material that would be used in manufacturing, and whether arrangements could not be made whereby the interests of the Canadian manufacturer could be safeguarded, so that he could procure all his articles. We have found, some of us, that there is a possibility of an embargo being placed on some of our materials. As you are probably all aware there are some articles that we cannot import from the United States except under license at the present time, and I may say that we have been taking up this matter to find out if we could discover what the present status of the situation is. Our secretary wrote to the War Trade Board recently, asking for definite information as to what the prospects of the future were. I will read to you the reply which he has sent.

"May I suggest that your Association outline materials which you require and which are not obtainable in Canada and for which you are absolutely dependent on the United States.

"The following woods require license prior to export from the United States:

Ash	X2	Spruce, veneer, and ply woods of all kinds.
Birch	X2	Walnut—X2.
Fir timber	X2	Yellow pine, measuring 12x12
Mahogany	X2	or longer, sizes 25 ft. long or
Oak	X2	longer—X2.

"The export conservation list of the United States of April 15, 1918, contains certain modifications of the previous export conservation list. We are advised that the attention of shippers is being called to the fact that the commodities on the export conservation list are in many cases being strictly conserved on account of the limited supply and the needs of the United States and the Allies for the successful prosecution of the war. Before making purchases or sales for export or engaging freight space for tonnage for these commodities shippers are advised by the Washington authorities to obtain license for their export.

"It is to be noted that marks X and X2 indicate that supplementary information forms are to be used, and shippers are also reminded that all the commodities on the above list require individual licenses when shipped to Canada, except when specifically stated to the contrary on the list.

"We enclose herewith Form S19, outlining the procedure as to application for U. S. licenses to export to Canada as agreed upon by the War Trade Board of Canada and the War Trade Board of the United States.

"We also enclose copy of forms X and X2 from which you will see the information requisite in regard to application for export licenses from the United States.

"Any further information that we can give you will be very gladly taken up.

Yours faithfully.

"(Signed) C. B. McNAUGHT,
'Member of War Trade Board."

Mr. MacLagan continued: There does not appear at the present time to be any distinct prohibition of the exportation of any of these articles to Canada. There have come to our notice, too, cases where the application for licenses were refused but there does not seem to be any settled policy, and where applications have been refused, new applications have been sent in and granted; and so far as we can learn at the present time there is no prohibition of the export of any of these articles to Canada, and yet we are continually hearing the statements made that the exportation to Canada is about to be prohibited. I think probably the travellers from the other side are talking in that way. A certain number of those I have heard talked about the imminence of these prohibitions. I have heard today incidentally—I don't know whether it is true or not—that they are going to prohibit the lumbermen cutting into veneer oak logs 20 inches in diameter. I have heard that statement made and we find it rather difficult to get very definite instructions as to what the real situation is. The latest information—and that was received just a day or so ago—is from Ottawa, that they have no intimation, so far as they are in touch through the Canadian Mission at Washington, that these articles shall be prohibited altogether. So that is the situation as near as we can present it to you at the present time. Whether or not there will be any new developments speedily, I am not in a position to say.

Now, I do not know that I can refer to any other items—I may say there was an enquiry that was sent to the secretary as to whether iron beds were to be included in the same category as the furniture. It is not specially mentioned, but the general idea I gathered was, that had the embargo gone on, that would have been included with the rest.

Mr. J. R. Shaw: (Supplementing Mr. McLagan's remarks) I applied through a friend at Washington to go to the Board and see if he could get any information, and he wired me back that I would have to deal with Ottawa. I therefore wrote Mr. McConnell, the chairman of the Board, stating I would be much obliged if I could get some information to disseminate to-day, and I had this telegram delivered to me here just a few minutes ago:

"Replying to yours, have not been advised that United States is seriously considering total prohibition of either plain or quartered oak being exported to Canada, and United States export licenses are still being endorsed by me. Have telegraphed Washington asking whether any change is contemplated.

"(Signed) J. F. McCONNELL,
Director of Licenses War Trade Board."

Chairman Moss here asked for discussion on Mr. McLagan's report. There being none, the meeting took up the report of the special committee in reference to the appointing of a high-grade firm of accountants to make a report on the standing, and financial position of the furniture industry.

Application of Trade and Production to Furniture Industry

Address delivered by Col. David Carnegie, M. Inst. C. E., F. R. S., Edin., at May meeting Canadian Furniture Manufacturers Ass'n.

I AM here to-day at the kind invitation of your Association, as the result of an address I had the pleasure of delivering to the members of the Canadian Mining Institute on "Some Problems in, and Suggestions for the Readjustment of Industry." Your secretary very kindly asked if I would bring to your notice the proposals I then made. It has occurred to me that in the time at our disposal it would perhaps be of more service if I tried to show how the proposals I made for industry in general could be applied to the industry you represent. The two problems I named as worthy of consideration, were:

1. How to secure remunerative trade without unrestricted competition.

2. How to maintain efficient production with competitive co-operation.

In dealing with these problems I stated that four sections of the community were concerned. 1. The consumers. 2. The sellers. 3. The manufacturers. 4 The workers.

I tried to show further:

1. That unrestricted competition in industry breeds grievous social evils, is a public danger, and is unnecessary in the wholesale development of a prosperous business.

2. That the highest efficiency and best production can be obtained by competitive co-operation, which fosters loyalty, contentment and robust service.

3. That there are sufficient people with genius and skill, both in administration and technical ability, within the ranks of each industry to enable its members to direct wisely its own destiny.

4. That there is a place in each industry where the seller, the buyer, the manufacturer and the worker, can render the maximum of service, in an efficient and harmonious manner, and receive a proper share in the profits of the industry.

5. That there are two distinct and yet co-related sections in each industry where the operations are conducted by two types of skill.

1. The commercial, exhibited in the buying and selling.

2. The technical, exhibited in production.

To take advantage of these facts I proposed two kinds of Boards for each industry.

1. Trade boards.

2. Production boards.

The composition and functions of these boards I described at some length in the address to which I have referred.

Canadian Furniture Industry in 1910 and 1915

Before trying to show how these Boards may be of service in your industry, I should like to refer to a few facts I have gathered regarding the furniture industry.

According to the official published statement in the Fifty Census for 1911, and the Postal Census of manufacturers 1916, it is found that:

1. The total number of establishments employing five hands and over in 1910, classified under "Furniture and Upholstered Goods," was 172, and in 1915, 137; showing a reduction of 35 establishments during 1915.

2. While the number of establishments decreased, the total capital increased from $13,746,262.00 in 1910, to $17,984,346.00 in 1915.

3. Although the capital value of the establishments was higher in 1915 than in 1910, the value of the products was about 21 per cent. lower in 1915. The figures given are: $12,369,366.00 in 1910, and $9,676,577.00 in 1915.

If we consider the total number of establishments in Canada in 1915, irrespective of the number of hands employed, the facts concerning the industry are as follows:

1. Number of establishments ..	175	
2. Capital value		$18,067,929.00
3 Cost of materials used.....		3,955,786.00
4. Number of employees on wages	6,905	
5. Value of wages, ...		3,113,168.00
6. Number of employees on salary	721	
7. Value of salaries		779,826.00
8. Total trade		9,765,339.00

Imports and Exports of Furniture

If we add to the total value of the furniture manufactured in the Dominion the value of the imports for the years 1910 and 1915, we have the following:—

1910	$12,369,366	$ 994,380	$13,363,746
1915	9,676,577	1,506,756	11,183,333

The principal imports came from the U.S.A.

During the same years Canada exported furniture to the value of $265,260 in 1910, and $324,306 in 1915.

By way of comparison I should like to give the following facts in regard to the furniture business of the United States during the year 1909.

Number of establishments ..	3,155	
Number of employees	144,140	
Capital invested		$227,134,000
Salaries and wages		81,000,000
Value of products		239,886,000

I do not think we can charge Canada with being profligate in its expenditure on house furnishing during these years, which amounted to approximately $1.75 per capita in 1910, and $1.50 in 1915, particularly when we consider that Canada's drink bill was approximately $87,531,654 for 1914 and 1915, or about $11.00 per capita. If this money which is now saved to the country could be usefully employed in beautifying the homes of the people, your industry would increase its output in a very short period.

Causes of Decline in Furniture Business

I am not familiar with your selling agencies or your skill in production, but in a country where the trade has reached such phenomenal figures, exceeding two and a half billion dollars for the year ending March 1918, it seems that the amount spent in making the

homes of the people comfortable is incomparably small, and I am sure we all share the hope that the next census will show a very marked increase.

Doubtless there are many contributing causes for the decline of the business in 1915. The stocks of furniture on hand when war was declared in 1914, I am informed was very large, and the fact that emigration ceased, and that so many homes have been broken up owing to the number of men who have left the country since the war began, have reduced the demand for furniture, and put a severe handicap on the development of the business.

House Furniture Planning

The men are coming back, however; homes will have to be refurnished. Complete plans for model furnishing have no doubt had the earnest consideration of your Association. House furniture planning is as important in providing for the comfort and educational advantages of the home as town planning is for the community. House furnishing with comfortable and sanitary conveniences for healthy, robust life on an economical scale, is as necessary for the workers as for the masters, if they are to become fully efficient in industry.

If the propaganda of your Association has not included house furniture planning in the past, you have a great opportunity for an educational campaign at the present time in this direction. I believe that the maintenance of community life is dependent upon the attractiveness of the homes of the people and their healthy surroundings.

Handicaps to Good Business Organization

I profess to have no prophetic genius, so I will not attempt to forecast the future prospects of the furniture business. Great leaders from the ranks of industry are now planning for the future, and arousing manufacturers to a sense of their need to recast their methods of business and processes of manufacture.

In an address delivered to the Greenock Philosophical Society last January by Mr. W. L. Hichens, the chairman of Messrs. Cammell, Laird & Co., Limited, Eng., he said, "A great source of wasted energy to-day is that so many manufacturers are engaged in a miscellaneous trade with no economic standards. A dozen firms may each be manufacturing a dozen types of articles at a loss, whereas if each concentrated on one type the loss would be converted into a profit. Moreover, standardization of types has been sadly neglected, and quite unnecessary variations have been allowed to intrude themselves merely because it is nobody's business to see that they are reduced to a minimum."

I need not emphasize Mr. Hichens' words; we all know too well the truth of them, and the neglect to which he refers cannot be attributed to the employees; it belongs to the sphere of the employers and reflects on their methods of organization. The standardization of processes and products which has been carried out by some manufacturers has been so successful as to warrant others following. Unfortunately, only here and there do we find instances of effective and economic standardization being carried out. All industries should give careful consideration to this subject.

Judging from results, no one can question the enormous gain of the individual firm or firms where specialization and the standardizing of products, as well as methods of production, have been introduced effectively.

While I believe that the employers are responsible for organizing methods of production with a view to standardization, I believe that by co-operating with the employees in the consideration of such plans, more efficient results would be obtained in carrying into effect any proposals made. As a matter of fact the large bulk of the work of production is carried out by the workers, many of whom would feel it a privilege to be asked to confer on the means for improving output. Let the workers be recognized as part of the producers, and it will be found how surprisingly active their minds become.

Big Selling Organizations Secure Trade

Mr. Hichens in the same address to which I have referred, speaks of the great value of selling organizations. He says, "But big selling organizations are undoubtedly, I think, more economical than smaller ones. What is wanted, therefore, I suggest, is big selling organizations which should also promote research work and a variety of manufacturing units. The money that is wasted every year in advertising, in travelling expenses, in touting for orders by means which are often degrading, in over-production, runs into enormous figures."

Mr. Hichens continues to speak of the evils of syndicates which aim at keeping up prices instead of keeping costs down. He states, "I believe they are not insuperable, and that attention should be concentrated on the establishment of big selling organizations."

You will observe that Mr. Hichens' idea of big selling organizations corresponds in some measure with the trade boards such as I have suggested. By having such boards, composed of representatives of the buyers and sellers, with the chairman and vice-chairman approved by the Government, and secured for service during the period of election, they would produce the results Mr. Hichens had in view, without the attendant evils common to private monopolies.

Suggestions for Trade and Production Boards in Furniture Business

I am not familiar with the means you employ to secure trade or maintain efficient production in your factories, and it may appear to you to be presumption on my part to venture to suggest how to apply the functions of National, District and Production Boards to your business. I am sure, however, you will understand that I have no other object than to suggest for your consideration a method by which it might be found possible to improve the general organization of your industry, and stimulate its economic development.

From the Postal Census of Manufacturers of Canada for 1916, to which I have already referred, the number of furniture establishments employing five hands and over, is given as:

In British Columbia	3
In Nova Scotia	3
In Ontario	102
In Quebec	27
Total	135

If the number of establishments throughout the Dominion are considered, irrespective of the number of hands employed in each, the number during 1915 was 175.

Col. Carnegie next dealt in detail with the formation of trade and production boards, and then took up the human element in furniture-making.

Talking Machines in the Furniture Store

THE EXCISE TAX ON TALKING MACHINES AND RECORDS

Retail dealers in talking machines and other musical instruments have reason to be glad that the excise tax of 10 per cent. on these lines announced by the Government in the Budget last month, does not apply on retail selling prices as at first suggested—and that it does not apply on goods already in retailers' hands on May 1.

Some of the Details

Some of the details are as yet lacking. It is clear, however, that the lines included are player pianos, player organs and music rolls, talking machines and records—that the tax applies only through manufacturers and importers—and only on goods delivered after April 30 (with certain exceptions.)

As a result of meetings of the piano and phonographic branches of the trade in Toronto, and the sending of representatives to Ottawa, the following circular letter was sent out from the office of the Secretary of the Canadian Piano & Organ Manufacturers' Association, reporting that the following points were tentatively established in connection with the excise tax. The regulations here announced are subject to official confirmation:

1. Tax applies only through manufacturers and importers.

2. Tax applies on all goods imported or shipped or delivered by manufacturers after April 30th (except in cases mentioned in "exceptions").

3. Tax applies on all imports whether now in bond or transit.

4. Tax is payable on duty paid price for imported goods, and manufacturers' selling price for goods made in Canada. The manufacturers' invoice price to dealers in each individual case to form basis of tax.

5. Tax does not apply to parts or unfinished materials.

6. Exceptions. Where manufacturer or importer has received and accepted orders previous to May 1st, which he is legally bound to deliver at former prices and where he cannot collect the tax, will have consideration as to refund by applying to the Department of Inland Revenue.

7. Payable from Canadian manufacturers. Tax collected by Government for phonographs, records and player rolls; May sales on June 1st, 1918. For player pianos and mechanical organs; May sales on June 1st, 1918.

Note—Efforts are being made to secure extension of collection of records tax for two months, and players tax for six months. No decision yet rendered. In event of postponement of tax, a guarantee year bond will require to be furnished satisfactory to the Department.

8. Tax is payable when goods are passed through Customs. This does not change present regulations covering bonding.

9. While bill has not been passed, it is understood that when it is put in force, it will be made effective as from May 1st, 1918.

There has been no strong protest from talking machine men because of the imposition of the tax, although there are many who feel that music should be encouraged. It is not felt that there will be any great adverse effects on sales and the trade have generally signified their willingness to cheerfully co-operate with the Government in the raising of needed funds.

Some companies have not as yet got new scales of prices quite adjusted, but it is expected that things will soon be running smoothly again under the new excise tax.

TRIBUTE TO THE TALKING MACHINE

It is silent when you're weary
And therefore, unlike your friend,
It never bores nor gossips,
Never borrows, never lends.

It is always waiting for you
With the thing your mood most wants,
Whether raggy, jaggy music
Or the dreamy kind that haunts.

You sit back in a corner
With the shadows all about
And the music sets you dreaming,
And your pipe goes out.

Fairies gather round you,
Sometimes whispering in your ear,
Sometimes kissing shut your eyelids,
Leaving on your cheek a tear.

Ghosts of long ago peer at you,
Bringing back forgotten things,
When the record on your graphophone
Plays melodies or sings.

There's the tinkle of a cow bell
Or the gurgling of a brook,
Then a strain recalls to memory
Some sweet line from a loved book.

There's the scent of apple blossoms
And the murmur of the sea;
And a cupid comes a-whispering,
"Won't you listen, Love, to me?"

And he throws a few love kisses
From the record where he stands
And he dances to the music
While he waves his chubby hands.

Then comes a strain that makes you hear
A voice that's long been still;
And you see the grass and withered flowers
On a narrow slab-marked hill.

Then the fairies came back laughing,
(Music must give joy or pain);
Begging you to cease your sighing
And to light your pipe again.

All your heart is with the phantoms
As they dance about your chair—
Ah! But when you try to touch them
They're but music in the air.

Originality in Selling Talking Machines

A GOOD part of the salesman's success depends upon his originality, because originality is the only thing that can differentiate one salesman from a million others. If all salesmen dressed alike, talked alike, acted alike and said the same things, the selling market would drop fifty per cent. It is the bright scarlet neckties here, the silvery voice there, the reverberant enthusiasm here, and the clean-cut remarks there, that help to sell goods, because in these sort of things lie the markings of "personality."

But to be able to gracefully swing the personal touch into the art of salesmanship is not solely an inherited ability. It can be acquired by conscious conscientious effort.

A good many men think originality is the output of imagination. This may be true, but behind imagination one finds the real source of power that builds original personality. Imagination in the psychological analysis consists of spurring the mind upon matters that have been suggested by external stimuli. Put a man in a dark room and his ideas will gradually wane. On the other hand, send a man out on a tour of world investigation and he will return with thousands of ideas, because the external stimuli which his senses have experienced have spurred his brain into vigorous activity. That is why travelling is the antidote of "going stale."

Getting After June Bride Trade

The actual process of developing originality is perhaps best illustrated by specific example. For instance, suppose you want to get some talking machine business this month. All right, you now have three external stimuli represented by (1) talking machines, (2) June, and (3) dollars profit you want to secure.

Sitting back in the armchair to let the mind work on these stimuli, it immediately comes to mind that June is "The Month of Brides." And to connect this item of timely interest up with the rest is not very difficult to judge from the quantity of advertising copy in the national magazines that harps on brides, bridal presents, and June.

But why stop at this point where other feet have already trod? Why not step on along paths of originality? How, in other words, can the "June Bride" idea be conveyed in other than advertising copy and at the same time help business?

Using a Circular Letter

And right at this juncture is where the dealer or dealer's salesman with originality comes to the front and establishes his worth. He runs over to the city library, looks over the daily papers and makes note of marriage dates, etc., which are coming. He then composes lists which include the boon friends of each "him" and "her" so far as he is able and concludes by getting up a letter for the particular benefit of these friends which might run as follows:

Dear Mr. and Mrs. Gregson:

All the world loves a lover, and yet few enamored couples are wont to stay just lovers. Especially during the month of June are lovers inclined to pass on to matrimony.

No doubt some of your own dear friends are getting married this bright month of June, and, if they are, it is easy to understand that you want to make your token include a bundle of pleasure for "their married life."

Maybe we can help you solve the problem in an ideal way by suggesting a talking machine, or if "they" already have been given a machine, by suggesting that you send some records "with a charm."

A talking machine to Mr. and Mrs. Newlywed is like a "young addition" to the family. It puts a "third party" interest in the home. And records are the food for its mouth.

Perhaps you now realize how you can keep "those dear friends" of yours perpetually smiling and ever mindful of your sensible selection.

Come on in and see us and ask for our "bridal gift salesman," who is

Very truly yours,

A. B. ELDER,

For A. M. Bissel & Co.



Suggestive setting for summer window display of talking machines.

Disseminating a Knowledge of Famous Musicians

By Hector Charlesworth
in Canadian Home Journal

WHILE in a small Ontario town I noticed a large advertisement announcing that records of Jascha Heifetz could be procured from a local dealer. Less than ten months ago the name of Heifetz was unknown, even to the most noted musical critics of New York. He came to America from Petrograd and gave a violin recital in that city about the time of the first snowflakes. At once it was recognized that a great star had risen in the musical world, and his subsequent appearances have created a furore wherever he has gone.

A decade ago such an incident would have affected only a few large cities with halls capable of containing the thousands that naturally throng to hear a new and celebrated man of genius. In a small town, such as the one I mention, the idea that Heifetz would become a personage so well known as to be the subject of lengthy advertisements in the local newspapers would have been fantastic. Only a few of the well-to-do, who might go on a journey, could ever hope to hear him play the violin, and his name would have been dismissed from the mind of the average individual. It is not overshooting the mark to say that ten years ago the ordinary reader of a small town newspaper would have been indifferent as to whether Jascha Heifetz was an anarchist or a new kind of mineral water. Now he is the possession of the whole community. The sure barometer of advertising expenditure shows that he has a public everywhere, a public infinitely larger (who will know him through the records, and probably sees his face) than the throngs who are crowding to hear him in the large cities.

In the course of time, when a greater percentage of homes have talking machines, some artists will find it profitable to devote themselves exclusively to the making of records and abandon public appearances altogether; just as certain lecturers and educators have abandoned the rostrum and do their teaching entirely by the correspondence method.

This is not likely to occur in the case of any artist of first-rate talent," says the writer, in conclusion, "for the very good reason that public appearances in themselves, if successful, form an advertisement for the records of an artist of inestimable value. Yet the situation does hold its possibilities for the singer who happens to meet with misfortune other than the loss of voice.

Suppose that Caruso, just for instance, had been young enough to have been drafted for the Italian army, and had met with the loss of his legs or with some hideous facial disfigurement which precluded his ever appearing on the stage again. He would, did his voice retain its power, be able to continue to appeal to popular approval by making new records. The same is true of every other noted singer of either sex.

KEEPING THE PROSPECT WARM

The great problem of the salesman in any line is naturally to close the sale. No matter how broad the salesman's knowledge, or convincing his arguments, they count for nothing unless they bring the order. Salesmanship teaches that the sooner the order is landed after the approach is made the less chance there is for the prospect to get "cold," and lose interest.

When the customer is inclined to hesitate, the salesman must depend upon his intuition as to just how far he can go in endeavoring to force the issue without offending the customer. He must know whether it is safe to let the prospective buyer go out of the store with the promise to call again, or to insist upon immediate action.

An interesting incident calculated to prove that the salesman is sometimes right in taking a chance of letting the customer get away from him is cited in "The Voice of the Victor," and tells how one customer came back and why. The story reads:

"She was somewhat past middle age and she was also slightly deaf, but she had a businesslike gait to her as if she were a real customer instead of a mere 'looker.' She came into a Cleveland Victrola store and explained to the salesman who greeted her that she had been thinking of buying a Victrola X. He demonstrated the X for her and also other types, but she concluded that the X was what she wanted. 'I don't want to get it to-day, however,' she explained, 'but will come in to-morrow and get you to play more records for me.' She had already explained that this instrument was to be a present to one of her relatives. As she was seemingly pleased with the service the salesman had given her, she expressly requested that he be on hand the following day between 12 and 1 o'clock and play the records that she had in mind. Having made this appointment she walked out.

"Whereupon the manager of the store kindly but firmly began to lecture the salesman in this case on the great importance of closing a sale while the store had an interested customer within its doors.

"'I am satisfied that we have made this sale,' explained the salesman. The manager smiled indulgently: 'Don't fool yourself like that, my boy. She has gone out to shop at other places and there is not one chance in a million that this store will ever see her again. The thing to do is to hit while the iron is hot—close them right up while we have our hands on them.'

"Mr. Salesman could not dispute the argument that it is generally a good plan to close the sale before the customer leaves the store. Just the same, his sixth sense assured him that he had read this old lady correctly—that she had her plan mapped out and that she would come back next day just as she had promised. He told the manager so. The result was a friendly wager.

"The next day at 12.15 the manager and one or two others in the store began to make teasing remarks when the customer of the previous day did not appear. But the salesman had faith in his judgment. He was willing to bet a good hat that the customer would still come and before 12.30 at that. There were people in the store familiar with the argument, who would have taken the wager, only they disliked to get a hat so easily.

"At 12.20 our salesman was in the rear of the store when word came from the front of the room that a lady wanted to see him. It was the past-middle-age slightly-deaf woman of the day before, and she still had her businesslike gait.

"She not only bought a Victrola X, but a very nice order of records which our salesman was glad to play with the full-tone needle so that the slight deafness of the customer didn't matter."

THE LATEST RECORD CABINET

Every Record at Your Finger Tips

Each cabinet is equipped with alphabetical index book for listing the records, and with numbered guide cards for placing between the records, so that the desired record can be secured from among a hundred or more without disturbing or handling any others.



Patented July 10th, 1917

Made in a variety of styles, in birch, quartered oak, and mahogany. Five-drawer cabinets such as illustrated have capacity for 100 records either 10 or 12 inch. Ten-drawer cabinets have capacity for 200 records.

Every owner of a gramophone should have one of these cabinets.

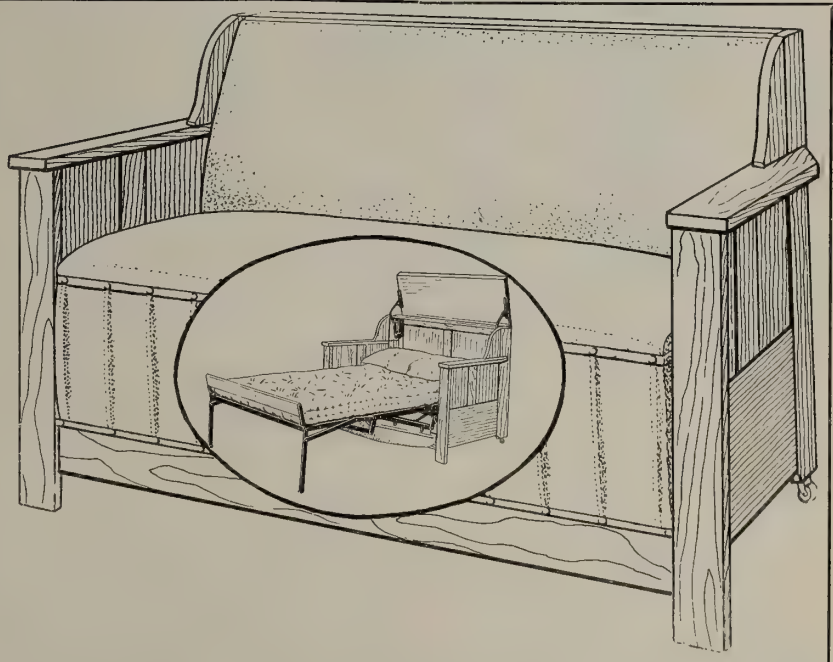
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THE ORILLIA FURNITURE CO., LIMITED

ORILLIA, ONTARIO

Triangular

The Divanette with Exclusive Features



Only *Reinforced* or *Triangular* construction can result in a product possessing ALL the advantages of this Divanette. By this *new construction* you are offered a folding bed with all the firmness and durability of an ordinary bed, with ease of operation and adaptability greatly increased over anything of its kind.

Some of its outstanding features are:

1st. Triangular support on all frame work.
2nd. Separate bed spring with thick layer felt mattress.
3rd. Troubleproof in operating.
4th. Rigidity and firmness found in no other bed.
5th. One finger will open it.

Offer your trade the LATEST and the BEST in Divanettes.

The Sanitary Bedding Company, Limited, Toronto, Ont.

Featuring the Sale of High-priced Records

A worth-while field of endeavor at the present time — Some suggestions on the subject from the Talking Machine World.

IN the past, dealers have relied pretty much on national advertising and other outside influences to sell both talking machines and records for them. The public has acquired the habit of coming in, making its own choice, and taking home whatever it pleases. Because of this practice there has been comparatively little hard pan selling—selling that convinces the buyer he wants what you want him to select.

Big Field for Development

Without doubt the national advertising of the record manufacturers, the record bulletins, and the numerous attractive store posters have gone a long way toward creating a demand for specific records. But there are few dealers who have taken up the problem in earnest where the manufacturer is forced to leave off. Examples are not over frequent where retailers are conscientiously engaged in devising ways and means for increasing the sale of high-priced records. There remains, therefore, a very broad field for expansion along this line. It is folly to think aggressive work on the part of the dealer and his staff of salesmen will not materially augment the sale of high-priced records. The personal element and the "home town" element can certainly be made to produce more sales for high-priced records than is now the case.

Worth-While Sales

If the dealer will inject into his entire sales force the fact that every $3 record sold is equivalent to selling three $1 records or four 75-cent records, it is reasonable to suppose his sales force will soon be offering good practical suggestions for increasing the sale of the high-priced stock.

At this writing we will not discuss in detail, plans for selling high-priced records. Broadly speaking, however, there are five excellent channels to work through, five channels the possibilities of which have to date been developed by the dealer to a small degree only. They are: one, newspaper advertising; two, window display; three, direct mail communications; four, featuring of selected records after the customer enters the store and the booth; five, conversation engaged in by the salesmen and sales-women. Considered in a general way here is what these five different ways and means of selling high-priced records offer:

Five Plans for Boosting Sales

1. Newspaper advertising offers an opportunity to introduce the pictures of famous artists. Individual selections can be featured, and it would not seem advisable to run a list longer than ten records in any one advertisement. The playing up of specific pieces and of popular artists will introduce a very newsy element into retail advertising, and it will therefore be possible to use small-sized space very effectively.

2. Window display offers the opportunity for originality on an extended scale, with an option between simplicity and extravagance. Just as Hawaiian windows have, for instance, been built around Hawaiian dance records, just so can window displays be built around famous opera scenes, etc.

3. In direct mail communications to regular and prospective customers, feature circulars, etc., can be built around individual records of the high-priced class, thereby helping the public to select from the current record bulletins in favor of the high-priced records and thereby offering the chance of bringing back to mind some of the high-priced records of an earlier date.

4. Many plans may be devised for featuring records inside the store and in the demonstration booth. Special racks, special posters, special records left apparently carelessly on the machine in the booth, special display tables in the middle of the store, etc., etc., add the limit of human ingenuity.

5. Great things can be accomplished by having the salesman carefully study the nature of each client, so that he can suggest in an artful and diplomatic way certain high-priced records. Weekly meetings of the sales staff will help bring out the effective ways of working along this line.

CARE OF THE MOTOR OF MACHINE

It seems to be the natural and usual thing that a talking machine owner never looks at the motor of his machine until it won't play properly. Then almost without hesitation he calls on the dealer from whom he purchased the instrument and requests that it be repaired at once. The dealer turns the matter over to his repairman and upon his arrival at the scene of the trouble he often finds a broken governor spring—the leather out of the brake—the motor screws loose so that the turntable hits the brake or regulator—or some other little thing wrong that takes about five minutes' actual working time to remedy. The dealer has spent some valuable time—the repairman possibly has spent an hour or so riding to the house to remedy a little fault that the owner could have prevented if he had been given a few helpful words at the time he purchased his machine.

In this time of war when all things call for the conservation of resources, time in particular, why not make it a point to call the buyer's attention to the following important facts:

1. A machine must be oiled at stated times.

2. If used to any great extent make a point of going over the governor spring screws and tightening them up about once every six months—also the motor board screws and nuts.

3. Make a point of taking out the winding key and oiling the threads on the winding shaft and also oiling the key where it rubs against the escutcheon.

4. Put vaseline on the spiral cuts of the turntable spindle and governor spindle.

5. See that brake leather is properly held in place, and that turntable does not hit or rub against any parts of the motor board attachments.

These little hints, if given to and followed by the machine owner, will save him trouble and expense and will certainly conserve for other purposes the time of the dealer and repairman.

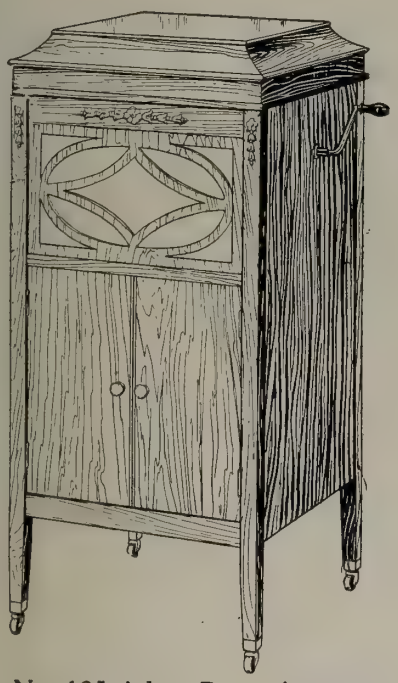


THE NEW PERIOD DESIGN

PATHEPHONES

Pathephone No. 160, Georgian. Pathephone No. 125, Adams Bros.

Two splendidly built machines of rare beauty, worthy to take their place alongside of the other beautiful Pathe period designs which we have already brought out. Do not fail to stock these machines—they will give your store an added reputation and open up a profitable field for more sales.



No. 125 Adams Bros. **$137.50**

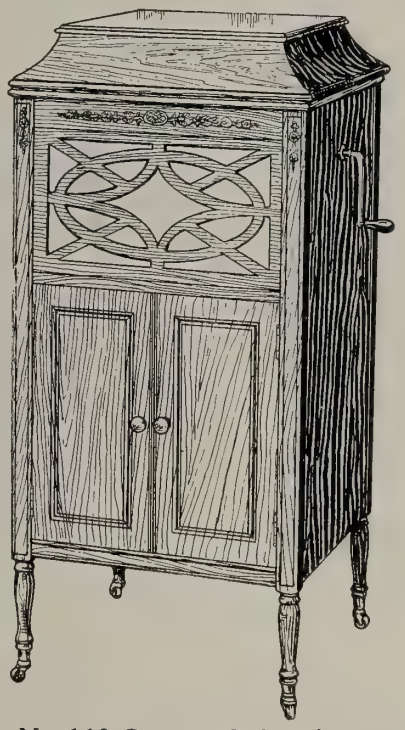
Pathephone No. 160 is the Georgian style and presents a very graceful and striking appearance.

Pathephone No. 125 if after Adam Bros., and its plain yet elegant, comely lines will prove a delight to the discriminate lover of fine furniture.

Both of these instruments come in genuine hand-rubbed mahogany, selected quartered oak and figured American walnut.

We are now ready to make shipments.

Get your order in early.



No. 160 Georgian Style. **$176**

Pathé Frères Phonograph Co. of Canada, Limited

Factories and Head Office:

4-6-8 Clifford Street, TORONTO, Canada

DISTRIBUTORS:

Ontario—Pathe Freres Phonograph Co. of Canada, Ltd., Toronto.
Quebec—
Pathe Freres Phonograph Co. of Canada, Ltd., Birks Bldg., Montreal.
C. W. Lindsay, Ltd., Montreal.
Manitoba, Saskatchewan, Alberta and British Columbia—
R. J. Whitla & Co., Limited, Winnipeg, Man.
New Brunswick, Nova Scotia and Prince Edward Island—
H. L. Hewson & Son, Limited, Amherst, N.S.

AGENTS WANTED EVERYWHERE

Appeal for Phonograph Records for Military Hospitals

The Red Cross Society is asking for old and new records for hospitals—a chance for the dealer to help

AN appeal has been issued by the Red Cross Society for phonograph records for use in the military hospitals. It is an appeal that the dealers in phonographs and records can assist to no small extent in promoting, thereby not only helping along a worthy cause, but benefiting their own business as well.

Music Cheers and Helps to Cure

There is no doubt about the worthiness of the cause. Music helps a great deal in breaking the monotony and dreariness of hospital life, and it is only fitting that the public should endeavor to brighten up the lives of those who have sacrificed so much for us and are still suffering for their sacrifice. Those who have spent any time in a military hospital are well aware of the manner in which the boys appreciate music of all kinds. Besides, it is conceded that music has a curative property of no small value, and it is for this reason that those in charge of hospital work are so anxious that patients have plenty of music.

New as Well as Old Records

The appeal was initially made for used records that owners of machines felt they could spare, but why not an effort to get people to buy new records to donate to the cause? While many of the used records donated are practically as good as new, many people do not care to part with selections of records which they have carefully chosen, and would prefer to purchase new ones for this purpose. Many other people probably do not like donating old records of questionable value, knowing that the soldiers appreciate good music, and feeling that they are deserving of the best that can be provided.

Inaugurate a "Buy a Record" Campaign

So, why should dealers not inaugurate a "Buy a Record" campaign, as a good business proposition and as assistance to a worthy cause. The need of records for the hospitals could be pointed out in advertisement and show card. A window could be devoted to the idea, showing views of convalescent soldiers and hospital scenes. This should be backed up by interior attention. An offer could be made to forward any records purchased to a branch of the Red Cross Society or a military hospital. A receptacle could be placed just inside the entrance for the receiving, not only of records purchased in the store, but any others that people might desire to donate.

One firm manufacturing records has already inaugurated a campaign along the lines suggested above, and is supplying dealers who handle their goods with appropriate show cards suggesting how customers can "do their bit," for the boys.

Music a Big Curative Agent

That music not only entertains, but is a therapeutic as well, is indicated by the fact that Mrs. Isa Maude Ilsen, of Hamilton, Ont., who has made extensive use of music to win convalescent soldiers back to health and happiness, has been asked by the military authorities of the United States, to draft a plan for them, embodying the principle that she has tried out as superintendent of the Military Infirmary, of Hamilton.

"The men who are confined to hospital have a craving for good music, and they seem to never get enough of it," states Col. E. B. Hardy, D. S. O. at the Base Military Hospital, Toronto. "The Red Cross are doing a good thing in conducting this campaign, and deserve real support from all those who can possibly spare phonograph records or old machines.

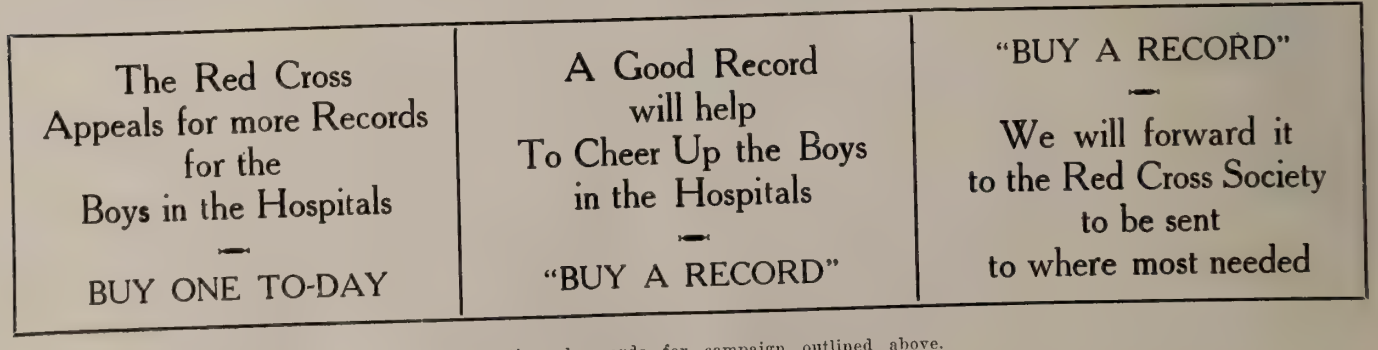
"If the public could only realize the monotonous quiet of many of the soldiers in hospital, I am sure they would supply the necessary music to sweeten the dull dreariness some of them have to go through," said a doctor who has seen service in the field overseas, and is now home on furlough.

There is no doubt about the need and the desires of the wounded men as regards the matters of phonograph music.

USES FOR USED RECORDS AND NEEDLES

All the phonograph records you don't care to hear any more are still of use, the Illustrated World advises housewives. On ironing day take out one record and place on the board and you will be introduced to a new and improved ironing wax when you lightly place the iron on the record.

Take all the old needles and put them into a bottle or small jar on the sink, and whenever you have a dirty bottle, such as a milk bottle, vinegar cruet, etc., just pour them into it and shake well. In half a minute the bottle will be clean.



Suggestive showcards for campaign outlined above.

MUSIC AS A THERAPEUTIC

From the earliest ages the value of music as a therapeutic has been recognized and appreciated, and it is not surprising to learn that Mrs. Isa Maude Ilsen, of Hamilton, Ont., has made extensive use of music to win the convalescent and diseased soldiers of Canada back to the fullness of health and happiness. Music, she believes—and she has been demonstrating in practice the truth of her tenets—possesses a tremendous power considered as a medicine.

She says the part that music may play toward bringing back to normal our soldiers who are sick with minor ailments before they go to the front or are wounded after reaching the battle line is no small one. Mrs. Ilsen knows whereof she speaks. For nearly two years she has been the volunteer superintendent of the Military Infirmary of Hamilton, where a great number of Canadian soldiers suffering from wounds and illnesses caused by the war have been treated. It is in this institution that she has proved the practical value of music in the sickroom.

At present Mrs. Ilsen is drafting a plan for the United States military authorities which will give them an idea of the possibilities to be gained from the application of her principle. She will use her recent experience to illustrate the enormous possibilities of music in therapeutics.

Talking machine music is being used to-day in many hospitals as a curative influence, and has been especially effective particularly where soldiers are suffering from forms of "shock" which disturb the entire nervous system, making them in a measure a wreck for a considerable time. The selection of the records to be used is, of course, an important matter. They have to be guarded in accordance with the actual physical condition of the patient so that the influence exercised is most beneficial. The effect of music on different patients varies, and just like medicine, what cures one may harm another. In this domain the talking machine is destined to fulfill a noble mission.

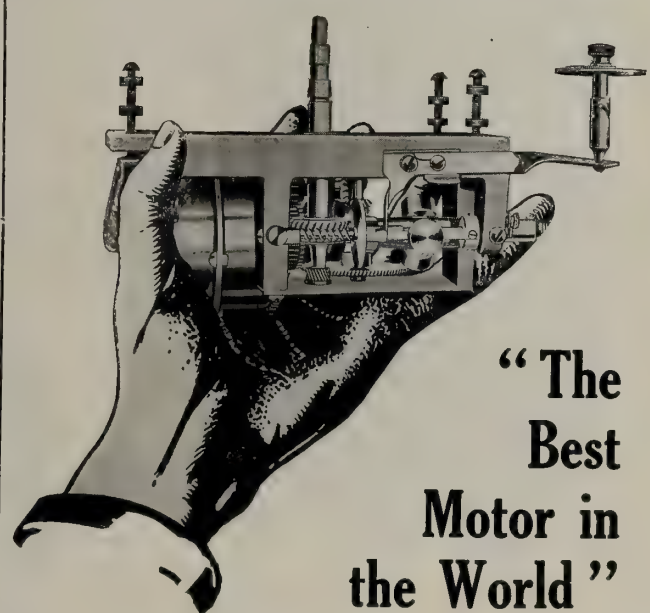
ENGLISH NEWSPAPER HELPS TO PROVIDE TALKING MACHINES FOR SOLDIERS

There is no general endeavor to provide our soldiers and sailors with free gramophones and records, says a dispatch from London, Eng., but it is really surprising the several channels which exist for their distribution and collection from a generous public. One of the most popular organizations for this purpose is the Daily Express Cheery Fund, which under the guidance of one named "Orion" dispenses all sorts of games and amusements to the different services. Free "drawings" have been instituted for outfits consisting of a fine Columbia trench gramophone, six double records and a thousand needles. Any soldier or sailor acting for a group of comrades may participate by making application, countersigned by an O. C., to the Daily Express office, London, Eng. The "drawings" take place periodically, the outfits being equally divided between the two services. By this scheme about forty free gramophone outfits, value nearly £10 each, have been distributed in a few weeks. The demand is, of course, greater than the supply, which is dependent upon a generous public.

MHM DAYTON MOTOR

Runs Silently **Runs Evenly**

The success of your business depends on the life, performance and quality of your motor more than any other factor. Unless you get the best possible motor you are bringing trouble on yourself, your dealers, and causing dissatisfaction to the user. Dayton Motors give universal satisfaction. Run without vibration, stand up and give long service, please users and build permanent business. Make your machine a standard of excellence by using the Dayton Motor, which is considered by manufacturers and users as being



"The Best Motor in the World"

They embody the highest quality of mechanical perfection. Made in different styles and sizes; noiseless, easy-winding, and durable.

Build satisfaction into your products by using the quality line – **Dayton Motors, Dayton Tone Arms, Dayton Reproducers.** They will bring you more business and satisfy the most exacting customers.

Write for full particulars.

The Thomas Mfg. Co.

328 Bolt Street DAYTON, OHIO, U.S.A.

Toronto Office: 911 Kent Bldg.

FLIGHT-LT. HEINTZMAN KILLED

Flight-Lieutenant T. H. Heintzman, son of Mr. Herman Heintzman, vice-president of Heintzman & Co. Ltd., of Toronto, was killed on an airplane accident at Camp Mohawk, Deseronto, Ont., on May 29., and was buried with military honors from his home in Toronto. Before enlisting he was assistant superintendent of the company's factory. He was an instructor at Camp Mohawk.

P. A. FUSS GOES BACK TO U. S.

P. A. Fuss, who recently became editor of the Amberola Monthly, published by Thomas A. Edison, Inc., has had two varieties of experience in the talking machine field—first, with the phonograph department of a trade journal, and secondly, as the Edison sales manager of R. S. Williams & Sons Company of Toronto. In addition to editing the Amberola Monthly, Mr. Fuss will serve as general assistant to the advertising manager of Thomas A. Edison, Inc.

WINDSOR DEALERS OPEN BIG PHONOGRAPH DEPARTMENT

Baum & Brady, furniture dealers, of Windsor, Ont., have completed the construction of an attractive talking machine department. It is in charge of H. M. Shaw, until recently with the St. Catharines branch of the Home Outfitting Company.

DISPLAY LINE AT U. S. EXHIBITION

A reversal of the usual is the displaying of their line at a U. S. exhibition by Gerhard Heintzaman Ltd., of Toronto, who have arranged to display styles D and E of their phonographs at the National Music Show in New York City, from June 1 to 8.

TALKING MACHINE NOTES

George W. Hopkins, general sales manager of the Columbia Company, visited the Toronto branch of the firm recently. Mr. Hopkins was gratified to find conditions in Canada so satisfactory.

The Pathe Company have announced two new Pathephones. One machine at $125 is a very attractive design of classic outline in the style of Adam Bros. The other at $160 is a Georgian period design, and helps to round out the line of Pathe period cabinets. Both of these cabinets come in mahogany, walnut and fumed oak.

J. L. De Vaney, who represented the Musical Merchandise Sales Co. in Alberta and British Columbia, has joined the Royal Air Force. He is succeeded by K. A. Ross.

G. E. SAUNDERS APPOINTED TO TORONTO TECHNICAL SCHOOL STAFF

G. E. Saunders, who has been appointed instructor of Cabinet Making in the Toronto Technical School, has had extensive experience in the furniture industry. He first spent five years with the D. & S. Knechtel Furniture Company, at Walkerton, Ont., going from there to Hespeler, where he put in five years with the Hespeler Furniture Company. Following this Mr. Saunders was for seven years foreman for Krug Bros., Chesley, Ont. He then "emigrated" to Edmonton, Alta., where he had charge of the machine room of the Alberta Government's woodworking shop, where the interior woodwork for the Provincial parliament buildings and other Government buildings was manufactured.

Returning east, Mr. Saunders has been engaged with the McLagan interests at Stratford, Ont., for the last five years, first as foreman with the Stratford Chair Company, and later in the same capacity with the Geo. McLagan Furniture Company. It is evident, therefore, that he goes well equipped for his new field of labor.

NEW CASKET COMPANY AT MONTREAL

The Interprovincial Mfg. Co. Ltd., Montreal, has been incorporated with a capital of $200.000 to make and deal in caskets, undertakers' supplies, hardware, plated goods and automobile bodies, etc.





TWO PICTURES FROM THE PHILLIPS MFG. CO. LINE

Top—No. 38223 — Matted water color in burnished powdered gold frame.

Side—No. 38505 — A genuine Chandler pastel in Circassian walnut frame.

"Phonola"
REGISTERED JULY 11 1907



Model "C" $32.50

Summer Phonolas

The smaller types of Phonolas are in big demand for summer trade. Phonola dealers have been successful in selling the people who want small machines for the camp, the canoe and the summer cottage.

EVERYBODY

in the family uses the phonograph. It is played constantly, therefore it must be honestly built to stand usage in which there is scarcely any let-up.

The Phonola is built with that in view.

Write us for Agency Proposition



Model "Princess" $135.00

POLLOCK MFG. CO., Limited

MAKERS OF THE

"PHONOLA"

KITCHENER - ONTARIO

Domestic Records

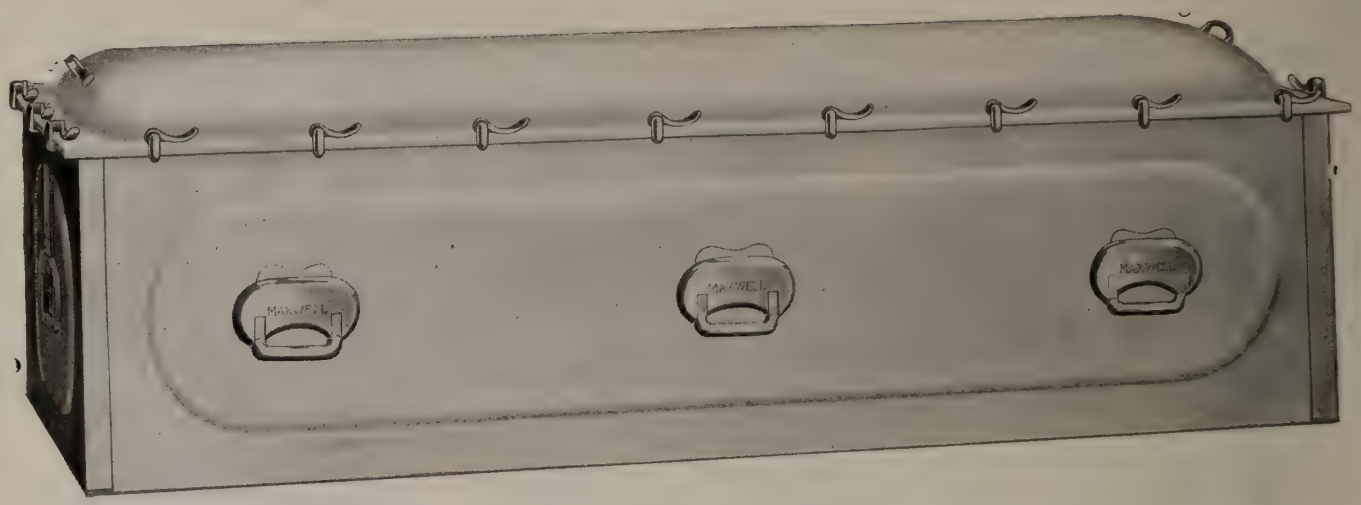
Made by such prominent artists as: Henry Burr, Charles Hart, Frank Croxton, Harry McClaskey, Miss Inez Barbour, Miss Marie Morrisey. Jos. Phillips, The Domestic Military Band, Van Eps Dance Orchestra, The Peerless Quartette, and The Sterling Trio.

85 cents to $1.75



Model "B" $50.00

Maxwell Sanitary Steel Vaults



Our Customers are Assured of Superlative Quality and Prompt Delivery.

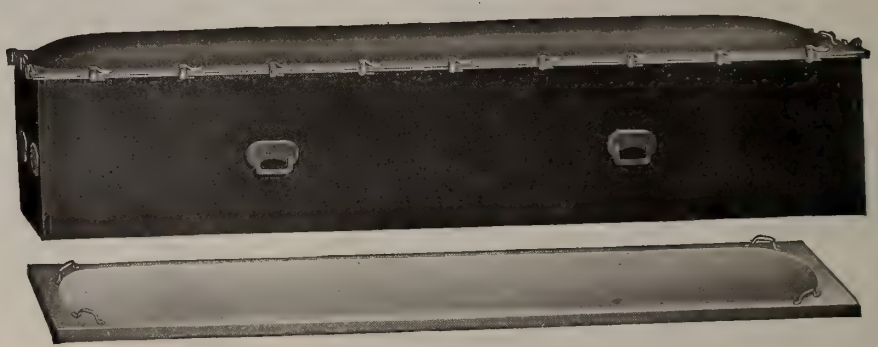
Maxwell Vaults are Abundantly Strong for All Burial Purposes, Yet Light and Easy to Handle.

Superiority Unquestioned Design and Construction Unequaled

Carried in Stock by All Leading Jobbers

Ask for Revised Price List

Maxwell Ambulance Transfer Case



For the Handling, Removal and Transportation of Bodies. An Indispensable Adjunct to the Modern and Progressive Undertaker.

Recent Changes in Design and Construction have Greatly Improved the Appearance and Practical Utility of this Case, and Reduced its Weight, Making it much more Convenient to Handle.

Removable Interior Tray Retains All Leakage and Discharge, and Greatly Facilitates the Handling of Bodies. Handles conveniently placed to enable two persons to remove without difficulty.

Inside Dimensions: 75 in. long, 20 in. wide, 15 in. deep.

Prices: With Tray $34.00; Without Tray $32.00; Tray Alone $6.00

Sold by the Leading Canadian Jobbers.

Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

Undertakers' Department

Problems affecting the Undertaking Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

Making Ready for the 1918 Convention

Canadian Embalmers' Ass'n Executive meet to draw up program—School and Convention to be under direction of Prof. Renouard, New York

THE Executive Committee of the C. E. A. met in Secretary F. W. Matthews' office at 665 Spadina Ave., Toronto, on Tuesday, May 22, to discuss suggestions and make plans for the 35th annual convention of that body, which will be held as usual during Toronto Exhibition weeks.

With President F. J. McArthur in the chair, there were also present at the meeting, Past President Robt. Nugent, First Vice-President N. L. Brandon, Second Vice-President F. F. Morris, Secretary F. W. Matthews, and Asst. Sec. James O'Hagan. Treasurer Coltart was the only absentee.

After the president's opening remarks and the vouching for the correctness of the February Executive meeting, Mr. McArthur stated that the meeting was called to consider the program for the coming convention, but before taking up the detail of that convention it would be well in view of the present world war to settle the question as to the conducting of both the school and convention this year.

Secretary Matthews pointed out the fact that as the operation of the M. S. A. now applied to young men from 19 to 22 years of age, it made the question of holding a school this year a very pertinent one.

In a discussion on this point it was the concensus of opinion that as the school was the educational feature of the C. E. A., and as it was reasonable to expect that there would be a number of young men classed as unfit, it would be unwise to dispense with the school this year. It would be giving up something that the Association had always undertaken. So the school will be a feature again this year.

On the question of lecturer and demonstrator, Sec. Matthews read letters from Profs. Dodge, Boston; Renouard, New York; Eckels, Philadelphia, and Dhonau, Cincinnati, offering their services. After a brief discussion it was decided to invite Prof. Renouard.

President McArthur thought it advisable to invite a medical man to give a talk to the convention on some interesting topic regarding common diseases, and the pathologist at the Toronto General Hospital was suggested. This matter was left with the president and secretary, to settle.

The president also suggested inviting some expert credit man to give a talk on business matters affecting insurance, credits, bookkeeping and other topics that should prove helpful to funeral directors, particularly at this time. The force of such a talk was felt to be good, but the time necessary to work it into an already filled program was thought not to allow of this. The matter was left in the secretary's hands to add if he thought he could fit it in.

The entertainment and program features as well as printing were left with Secretary Matthews and Assistant Secretary James O'Hagan, to fix up. The Island dinner and games idea was favored.

Before the meeting dispersed, the members of the Executive agreed to write to fifty friends of theirs in the profession, asking them to make it a point to be present at this year's convention, also asking the assistance and co-operation of the travellers towards this end.

THIS YEAR'S LECTURER AND DEMONSTRATOR

Prof. Chas. A. Renouard, who will be the lecturer and demonstrator at this year's school and convention, is one of the best known authorities extant in embalming, disinfection and sanitation. He is the son of the late Prof. Auguste Renouard, "the Nestor of Embalming," and so comes to his life work under the best of circumstances, being practically born to the profession. The professor is the head of the Renouard Training



PROF. CHAS. A. RENOUARD,
New York, who will conduct this year's school and lecture at the C. E. A. convention.

(*Continued on page 53.*)

Saskatchewan Funeral Directors Convention

The program for the fifth annual convention of the Saskatchewan Funeral Directors' and Embalmers' Association, which will be held in the Provincial University building at Saskatoon, on July 15, 16, 17 and 18, has been issued, and is as follows:

Monday, July 15th

11.00 a.m.—Call to order.

President's address.

Reading minutes of last convention.

Appointing of committees: Credential, Resolution, Examination.

Entertainment and legislative.

Introduction of Prof. R. U. Stone, Toronto.

2.00 p.m.—Call to order.

Report of Credential Committee and introduction of new members.

Lecture, 30 minutes, Prof. Stone.

Demonstrated lecture on properly filling in papers for burial and transportation. Dr. M. M. Seymour, Commissioner of Public Health.

Lecture by Prof. Stone, till 4.30.

Tuesday, July 16th

9.30 a.m.—Lecture for one hour by Prof. Stone.

Auditors and Legislative Committee's report.

Lecture by Prof. Stone till 12 o'clock.

2.00 p.m.—Lecture and demonstration till 4.30.

Wednesday, July 17th

9.30 a.m.—Lecture for one hour by Prof. Stone.

Opening of Question Box.

Secretary's report.

Selection of next place of meeting.

Election of new officers.

Unfinished and new business.

Address by Prof. Stone.

Thursday, July 18th

9.30 a.m.—Examination of those who wish to obtain diplomas and embalmers' licenses for the Province of Saskatchewan, by the Board of Examiners.

The course of lectures and demonstrations by Prof. Stone will cover fully the following: Cosmetics, demi-surgery, post-mortem cases, blood discolorations, communicable diseases, decomposition, bacteriology, arterial embalming, cavity embalming, anatomy of circulation, anatomy of respiration, anatomy of digestion.

A circular sent out by Secretary-Treasurer McGuire, states that the Executive have been successful in securing the services of Prof. Stone, of Toronto, as lecturer and demonstrator. "That capable gentleman," states the circular, "officiated in Moose Jaw for our Association two years ago, and proved beyond a doubt that he was just the class of professor we wanted for this work, as all are aware who have met him. If you have yet to make his acquaintance you can look confidently forward to meeting a master of the art and a real fine fellow as a man, both in business and out of it."

The Undertaker and His Overhead

MANY an undertaker is living in something of a fool's paradise, thinking that he is making much more money than he actually is.

Possibly he sums up the supplies which he furnishes and finds that they total $100. He charges $175 for the funeral, and estimates that he has made a clear profit of $75. Now, as a matter of fact, he has done nothing of the kind, and this is the reason that his bank account does not grow faster and his ability to discount all his bills make itself apparent.

To begin with, our undertaker must expect to figure up his annual expense in doing business—rent, heat, light, advertising, long distance messages, expressage, etc. In the course of the year this includes all items which are necessary in doing business, and which are not charged up under any specific head as goods or service to customers.

The average overhead expense for the undertaking business is from 30 to 33 1/3 per cent.—that is, if you have done a business which totals $45,000, it will cost $15,000 in actual outlay to do it, and this $15,000 must be taken into account in figuring profits. If the gross profit has been 50 per cent., the net profit will only be 16 2/3 per cent. Don't forget that!

Out of that 16 2/3 per cent. you are likely to have from 5 to 10 per cent. represented in increased stock, and the balance may be partly or wholly tied up by outstanding bills, all of which would make it apparent why money is often none too plenty even though one may be doing a good business.

The secret of success has been told so often that it is a secret no longer, but the facts remain that we must heed a few rock bottom principles if we are going to succeed. Here they are:

Take overhead expenses into consideration in pricing all your goods and service. First, figure costs exactly, add 33 1/3 per cent. for overhead, then allow yourself a legitimate profit in addition. In your overhead expense don't fail to include a reasonable salary for yourself as proprietor, and draw that salary regularly. You are entitled to it.

Next, keep a profit and loss account, charging up all uncollectable bills to it. Estimate the percentage of loss you suffer on each dollar of business you do. Naturally the cash business must bear this and you must include it, either in your overhead or, in addition to it, depending on just the way you figure, but take your percentage of loss into account and charge it up. It is a cost of doing business and must be paid.

Next, remember that service counts more in the undertaking business than cheapness. Your services and your personality are part of your assets. You cannot give them away. You must keep in personal touch with every branch of your business. It is not necessary that you attend to details yourself, but make those answerable to you who do attend to them. Every one does better when given praise or blame as they deserve. Don't be sparing with praise.

Remember that there is no such thing as standing still. You must either be progressing or you are slipping back. Success may be summed up in the words, "Know, Don't Guess."—Russell Wilmot, in American Funeral Director.



VARIETY AN ELEMENT IN SERVICE

To serve any trade or profession in the full national sense, meeting the needs of large customers as well as small, satisfying the preferences in people in every section of Canada, lays upon the manufacturer the obligation of making up his stock in such a way as to give practically an endless variety from which his customers may choose.

In a line like caskets the variations occur in the sizes and shapes made, in the woods used, in the colors and material in finishes, in the hardware trimmings and in the linings. An inventory of the variety made by the Dominion Manufacturers showed a range of 20,000 designs. The differences in some cases were slight, yet there was a difference.

To standardize product and still maintain such a variety means constant study and wise supervision. Only by reason of the long experience of the executives of the company has it been able to provide this service to its customers.

Dominion Manufacturers Limited

Head Office: 109 Niagara Street, Toronto, Canada.

DOMINION SERVICE

VANCOUVER EDMONTON WINNIPEG CALGARY LONDON HAMILTON TORONTO OTTAWA MONTREAL



No. 601 H.P.

Spartan Gold Spartan Silver Spartan Copper Spartan Bronze

The SPARTAN finishes are making rapid strides in popularity—you have probably made up your mind that sooner or later you must buy one. We have several designs to choose from, and if you have not already ordered one, would suggest you get full information from our representatives, or write us for details.

(Extension handle used in No. 1236)

"Original Designs, Superior Workmanship and Material"

Dominion Manufacturers, Limited

Head Office: 109 Niagara Street, Toronto, Canada.

Ethical Publicity for the Funeral Director

By Howard S. Eckels, Ph.G.
Dean of Eckels' College of Embalming, Philadelphia, Pa.

(Written for Canadian Furniture World and The Undertaker.)

(CONTINUED FROM LAST MONTH)

It has been judged by this Association that any discussion of "the wares connected with our profession" is distasteful and disgusting to the public, and degrading to the profession. Such publicity, therefore is unethical, is a bad advertisement and is condemned for its economical as well as its ethical results. It is destructive and not constructive. There are as many ways to give publicity to service as there are ways of doing good.

We are all striving to be educators, and I am inclined to think that we have now carried forward the education of the undertaker and the embalmer in the art and science of disinfection to a point far beyond the appreciation of the public.

I have been interested for years in the subject of progress in our profession, education for our profession, advancement of our profession, and have made many suggestions in regard to how to bring these things about. Suggestions have been made for lengthening the time of apprenticeship, for adding weeks or even months to the course of our colleges of embalming, for encouraging universities to establish one, two or three-year courses, or suggesting more stringent qualifications from the applicant for examination. Some even demand that he should be a college graduate before he could enter upon an apprenticeship.

Some of these things I thoroughly believe in. I am confident that they will come as rapidly as the profession and the public are prepared for them. I say the profession and the public advisedly. I believe that the profession is not yet prepared for such stringent action only because the public is not.

While we are working to raise our own standards, we must therefore at the same time work to increase the public's appreciation of what we have done, what we are doing and what we propose to do. Several years ago, I began to write the history of the leading undertakers' establishments of America. I have written nearly a thousand sketches on this subject since that time. I have visited in person and through my associates almost every notable establishment in America. At no time, however, have I been more greatly impressed than by a conference I held with one of the oldest undertakers in the country. The man at the head of this business was at that time about eighty years of age, was sound of mind, active in body, and, I am pleased to say, is still a prominent figure in our profession.

I had just interviewed an undertaker who had said that the profession was going backward, and that the business was not as it was in the years gone by. I could not quite understand his ideas. I did not believe them because of the knowledge gleaned from my personal acquaintance with so many of the foremost men of the profession. However, I did not have to argue the point with my octogenarian friend. I simply asked him, "Is the undertaking profession progressing or going backward?" Reminiscently, he replied, "Improving, and improving rapidly." He then told me a story concerning his father who also had been an undertaker. He said that the first real funeral which he remembered occurred when he was about sixteen years of age. He helped his father all one night to make and polish a casket for the then richest man in America. Two-inch mahogany was the wood and the most scrupulous care was taken in the work.

After the funeral, his father debated how much he should charge for his casket, for the outside box, his services, the digging of the grave, the use of the hearse, and all the incidental expenses. He finally decided upon $50 as being the outside amount which would be justified. This sum was paid, but even then he was subjected to considerable criticism. "What reckless extravagance to bury $50 in the ground!" With a twinkle in his eye, he added, "Of course the money was not buried in the ground; it was put in circulation for the comfort of his family and as a reward for work well done, according to the standards of the day." Recently, he buried the great-grandson of this rich man and received more than $5,000 for his services, and this without any criticism from anyone.

The public understands conditions better to-day, but it still is far short of a real appreciation of what the undertaker has to give and of the service which he is able to render. We get better prices to-day, not only because we deserve better prices, but also because the public understands that we deserve them. I believe that in the future we can reap even greater rewards if we can teach the public to realize that we deserve them.

How shall we do this? We may call it salesmanship, call it publicity, call it what we will; but, the one fact behind any program we may make is that we must have a motive for that progress and that motive must be that we shall reap the reward from it.

A famous lawyer is quoted as having told one of his younger brethren that the way to argue the case before the judge and jury was to keep on hammering the facts, regardless of their frequent repetition. General Grant had the same idea when he said, "We will fight it out on this line if it takes all summer."

One of the oldest proverbs is—"Continual droping of water will wear away a stone." For many years we have been doing just one single, singular thing—applying principles new to our work. We have done these things largely because we felt impelled to do them for our own satisfaction.

The time has come, however, when we should reap the rewards for the knowledge we have acquired, for the experience we have gained, for the equipment we have provided and for the service we can render. Each of these things has a market value, but its value is in direct proportion to the understanding of the public.

Let the cut-rater blazon his "wares" before the public eye; let him create his stench in the public nostrils; let him degrade and disgrace himself as much as he pleases—is what we have complacently said. But, do you not realize that the public does not have the knowledge of him and of his purpose that we have and that his advertisements appeal to a great many and will continue to do so as long as he has the field of advertising to himself. It is our duty to the public and to our profession to give them the same understanding of the cut-rater's motives as we ourselves have.

I believe that the founders of association work had deep and keen appreciation of exactly these facts

(Concluded on page 56)

Funeral of Winnipeg Policeman

Special Correspondence of Canadian Furniture World and The Undertaker

A last tribute to their slain comrade was paid by nearly 75 Winnipeg policemen, at the funeral of Patrolman Bernard W. Snowdon, who was shot by burglars recently.

Present at the obsequies were also Chief Macpherson and Deputy Chief Newton, the police commission, heads of various civic departments, delegations from the Royal Society of St. George, and Sons of England, of which Snowdon was a member, policemen representing the Canadian Pacific Railway force, and a squad of soldiers, under the leadership of Capt. Eugene Goddard, assistant provost marshall.

A private service was held at the policeman's late residence, 472 Kylemore St., Fort Rouge, at 2.15 o'clock. At this service only Mrs. Snowdon and her two-year-old daughter, and intimate friends of the family attended.



Policemen marching into Thompson's undertaking parlors at Winnipeg to view remains of their late comrade, Patrolman W. B. Snowdon.

The public ceremonies were conducted in Thomson's chapel, Main St., at 3 o'clock. The solemn ritual of the Church of England, was conducted by Dr. R. C. Johnstone, a personal friend of the bereaved family. Rev. Leslie Pidgeon, of Augustine Presbyterian Church, to which denomination Snowdon belonged, assisted at the ceremonies.

The policemen were under the command of Drill Instructor Jamieson. The pall bearers, who reverently bore the bier to the hearse after the service, were two constables from each precinct police station. Burial was made in Elmwood cemetery, in the same plot in which three other policemen were buried, one of them a victim of a desperado's bullet.

Among the wreaths placed on the coffin was one from the police department, Chief and Mrs. Macpherson, Royal Society of St. George, Mrs. Wells, a friend of the family, Sons of England, officers and men of the C. P. R. police force, and several sprays. Mayor Davidson said that Snowdon's widow would receive at least $1,000 from a pension fund established by the city.

CO-OPERATING TO IMPROVE CONDITIONS

The manufacturers of the metropolitan district of New York, have issued a statement in which they say that in a desire to co-operate more fully with customers, the undertakers, they wish to confer with them upon an aspect of the business that requires immediate and serious attention.

The practice of long credits, they say, has had bad results for them and bad results for the funeral director. It has tied up money, it has burdened their books with a raft of poor accounts, it has added greatly to the expense of doing business. For the funeral director it has meant an encouragement towards unbusinesslike practices, it has made them thoughtlessly incur debts beyond their capacity, and has kept them on the anxious precipice of bankruptcy; it has set up in business many irresponsible undertakers.

"We all knew," continues the statement, "that in theory, long credits were wrong, but to-day our theoretical knowledge is backed by cold, stern facts—and action must be the result. To-day because of the increase in the cost of raw materials and of labor, because of the uncertainties of the materials markets, and the demoralization of transportation systems, a casket factory must carry two or three times the usual investment. To do this, we require money, and our only legitimate source is our customers. So we come to you and say frankly: 'The casket industry can be run profitably to-day only on a short credit basis. We must, therefore ask you to pay your bills when due. These are our terms to undertakers of approved credit: 5 per cent. 30 days—60 days, net. On no other basis can we do business with you.'

"Satisfactory credit relations are essential to the success of any industry. Let's all co-operate to put the casket industry and the undertaking profession on the map as a sound and healthy factor in the nation's business. And the way to do it is—let's all collect."

NEW MANAGEMENT FOR CENTRAL CASKET CO'S CANADIAN BUSINESS

Robert Cooper and R. S. Flint have acquired the controlling interest and management of the Central Casket Co. Ltd., at Bridgeburg, Ont., and will continue the business on an enlarged scale. Both these men are employees of the Central Casket Co., the former superintendent at the Buffalo plant, and the latter Canadian representative. Both are Canadians, "Bob" Cooper having been for years with the old Toronto Casket Co. He is said to be one of the best all-round casket men in America. His father also was a casket designer, having been connected with Richard Philp, Philp & Eckardt, and the Toronto Casket Co.

Mr. Cooper will look after the home office interests at Bridgeburg, and Mr. Flint will continue on the road. The two Bobs should make a big success of their undertaking, as the same standard of values which has made the Central Casket line popular in Canada, will be maintained, and the new and stronger organization hope to give more promptness in the filling of orders.

KEEPING CUSTOMER'S ATTENTION

THIS little salesmanship experience may have something in it for you. It is the story of a high salaried general agent for a life insurance company, a man who was supposed to be able to handle any kind of a prospect and handle him successfully.

A local agent had a farmer prospect whom he could not land. The man needed insurance and he had the price, but it was impossible to get him down to cases. So when the general agent came around, the local man got him and the farmer into the office together and the super-salesman went to work.

As a demonstration in scientific salesmanship, the selling effort was a wonder. The rugged prospect sat there in silence, looking now at the local agent, now at the hundred-point man, now at his own gnarled and knotty fingers. The salesman approached the climax of his argument. He began to unfold an application blank. The local man pulled out his fountain pen and got the cap adjusted. At what was supposed to be just the right psychological moment, the general agent paused in his flow of language, reached out the blank application and his mouth was fixed to say "Sign here," when the farmer spoke for the first time. "Say," said he, examining his thumb critically, "ye don't happen to know of anything that'll take that wart off my thumb, do ye?"

Did you ever find your customer's attention wandering while you were trying your best to interest him? When that happens it calls for immediate action. You must get the interest back at once or you have lost your sale.—Frank Farrington.

WORK FOR THE PURPLE CROSS

The plague, which ravaged Mongolia five years ago, has broken out again in Northern China, and fears are entertained that there will be a repetition of the scenes which were witnessed at that time. The American board of commissioners for foreign missions, through its representatives, is distributing plague suits and masks and giving directions for the proper disposal of the bodies of the dead. Now, if the Purple Cross were authorized and recognized, how efficiently it could co-operate in this work of humanity! It seems to us that in every great calamity making necessary the handling of large numbers of dead, whether at home or abroad, the Purple Cross could be made a potent agency for good. Let us take, for example, the recent calamity at Halifax. The Red Cross was there at once to assist the wounded and destitute. The care of the many hundreds of lifeless victims, however, overtaxed the working capacity of the local undertakers and those who were able to come to their assistance, and only the most heroic efforts could partially meet the emergency. How different it would have been had there been a duly recognized Purple Cross, the same as the Red Cross, to respond to the first cry for help in caring for the dead. Trained embalmers and undertakers, maintained for the purpose, would have left at once for the scene of the disaster in sufficient numbers to properly handle the situation. Every dead body would have received attention and tender care, the unidentified and the humblest as well as others. This work of mercy concluded, the remains in every instance would have been turned over to the relatives when known, or to the authorities, or, by their direction, into the hands of the local undertakers for casketing and burial. War-time conditions have suggested the service of the Purple Cross on the battlefield. This service would also find noble application in times of peace, when pestilence, floods, cyclones, wrecks, fires, and many other catastrophes pile up their quotas of the dead.—The Casket.

A PUZZLED FUNERAL DIRECTOR

Charles Staunton, a leading Hamilton funeral director, claims to have an unsolvable puzzle, and says that he will thank anyone of the trade who will give the proper answer before the ball game at the picnic this fall. This is the second season that Doc. Ferguson has had a "Charlie Horse" limp. Did he get it in his different auto accidents; did he catch the gout at the medical meet last month; or is he trying to impersonate Charlie Chaplin, with his little mustache, his cute little cane and funny little walk? Now, don't anyone accuse Doc. of camouflaging until after the war.

PROFESSIONAL NOTES

Jack McLaughlin has joined the travelling sales staff of Dominion Manufacturers, Ltd.

Mrs. Ryan, wife of James Ryan, funeral director at 791 Dundas St. W., Toronto, died on May 11, at her residence. She had lived all her life in Toronto, and was well respected in the west end of the city where she was known.

There are 147 funeral directors in Louisiana, 16 of them being women.

The National Funeral Directors' Association convention dates at Grand Rapids, Mich., have been set for Wednesday to Saturday, October 2 to 5. The Michigan association will meet the preceding Monday and Tuesday.

MILITARY FUNERAL EQUIPMENT

A Houston, Texas, undertaking company, which has the Government contract for military funerals in that city, have added a gun caisson to their equipment. Heretofore a hearse has been used to carry bodies of soldiers to the railway station for shipment to their homes, and with the increasing number of military funerals the firm decided to purchase a caisson.

The gun belonged to an old artillery company, and was assembled and rebuilt for the undertakers. The caisson has been constructed somewhat different from the regular artillery piece. The gun is mounted, while over it a platform on which the coffin will rest, has been constructed.

MAKING READY FOR 1918 CONVENTION

(Continued from page 47)

School for Embalmers of New York City, which he founded over a quarter of a century ago.

Prof. Renouard was instrumental in the formation of the British Embalmers' Society, which had its inception in London, Eng., in August, 1900, when he lectured at the University of London, and he was elected an honorary member of that society in recognition of his services and labors in advancing the practices of modern embalming. Prof. Renouard was instructor and demonstrator in the first school held for embalming purposes in Great Britain, and his coming to Toronto will be awaited with pleasure and interest by the prospective students at this year's school, and by the members of the C. E. A., who no doubt will attend this year's convention in large numbers.

How Work at Halifax Was Done

Report of Mortuary Committee

IN a disaster of the character and magnitude of that which befell Halifax and Dartmouth on the morning of Dec. 6th, 1917, important duties were required in connection with the identification and burial of the many who suffered death, says The Halifax Herald in giving Chairman A. S. Barnstead's report publicity. In association with Alderman R. B. Colwell, A. S. Barnstead was requested by Deputy Mayor H. S. Colwell to take charge of the mortuary which had been established in the Chebucto Road school. It was doubtless the most conveniently situated building available in the North End at the time for the purpose. There was no room in the building with glass in which protection could be secured from the storm that came December 7th. All the basement windows, north, east, and west, were broken, and it was necessary at once to make the building habitable for the purpose. Snow drifted in the upper stories and through the roof and melting, drained down. The conditions in the basement, therefore, during the first few days, were of the most difficult character, and yet all those who assisted in the work endeavored to make the best of the conditions and to evolve some semblance of order. As soon as the basement of the school was made ready and while proper forms were being prepared, the private mortuaries in the city were directed to send unidentified bodies at once to the Chebucto Mortuary, that the public would not be inconvenienced by passing from one place to the other in the frantic and often vain search for loved ones.

One or two of the school class rooms were utilized for office accommodation, and helpers secured who continued to aid in a voluntary capacity until shortly after the new year, carrying on their work at the school itself. Immediately upon undertaking this work, Mr. Barnstead called on Lt. Col. Thompson, of the military headquarters staff, for aid from the military authorities. In speaking with The Evening Mail, Mr. Barnstead said this was courteously and cordially given, and from that day headquarters had at the mortuary or at the cemeteries, a number of men, on one occasion as many as five officers, sixteen non-commissioned officers, and 160 men. In all, there was an average of 500 military men daily employed in relief work or for search parties. These were voluntarily given for the purpose of assisting the mortuary committee in one or the other of its capacities, either recovering bodies from the ruins, preparing them for view at the mortuary, assisting the burial parties at the cemeteries and in repairing the building to make it habitable for use. The men who performed these services did their work under most difficult weather conditions, with great fortitude, and with true heroism.

Mr. Barnstead went on to say that it may not be generally known that there were few professional undertakers available for use in preparing the bodies for identification and burial. The building for a time, owing to weather conditions, had no water service available, and this work was attended to by men of the military detachments, with great skill. So far as observation went in supervising the work all played their part in a praiseworthy manner and performed most creditable services. The committee was endeavoring to arrange some method and system in the identification of the dead, when there came from Toronto, sent by the city corporation, Messrs. R. U. Stone, an embalming professor, and A. A. Schreiter, of Kitchener, Ont. Professor Stone was at once appointed Mortuary Supervisor with Mr. Schreiter as assistant, and they were empowered to carry into effect plans previously formulated for the proper arrangement, classification and convenience in identification of bodies. Their work was very expeditiously and successfully carried on, so that in a very few days the arrangements of the mortuary chamber were so ordered as to evoke favorable comment from many of those who had the very difficult task imposed upon them of searching for the remains of relatives and friends. Under Professor Stone's direction bodies were washed, clothing removed and properly ticketed with a number corresponding to that on the body. The effects, such as rings, watches and money or small trinkets that would aid in identifying the bodies, were removed and placed in cotton bags with corresponding numbers. Descriptions of the bodies were taken on forms prepared for that purpose and were then carefully covered with cotton. Electric fixtures were installed so that identification could be carried on with equal facility by day or night, and for this purpose the mortuary was kept open until 10 p.m.

That full opportunity for identification might be kept open as long as possible about 200 bodies were embalmed, including the body of every child that could be so treated. For this work an additional room was equipped with heating and other facilities to carry on the embalming processes.

After identification was established the statistical information was given at the office respecting each person, and no body issued from the mortuary chamber without a burial permit being first obtained. The work of identification was, in many cases, made more difficult and in some cases impossible by the fact that the tickets placed on bodies in the devastated district were blown off before arrival at the mortuary, or were in some cases sent there without indicating the place at which the body was found. This also applied to removals from some of the hospitals, no clothing or effects from hospitals arriving with bodies or forwarded to the committee as belonging to any particular body. Should, unfortunately, a similar disaster overtake this or any city, many of the difficulties encountered by the committee in this work would be overcome by attention to some of the details mentioned. Hospitals should in any event, be provided with labels in sufficient numbers to meet emergency conditions, and with proper receptacles, as cotton bags, for the ticketing and care of valuables and clothing. If these had been preserved in some semblance of order, not so many would have been buried unidentified, a great many would have received their dead earlier, and identification would have been greatly hastened.

Before the burial of the unidentified bodies, said Mr. Barnstead, full descriptions were taken and published, and from these a number of identifications have since been made. It may be interesting to know that all of the unidentified are numbered, a number being placed inside the coffin, the same number on the outside of the coffin and a corresponding number on a slab at the head of the grave. Later, more permanent markings will be provided. The exact position of the numbered bodies is shown on a chart of the lots at the cemeteries so that when identification is subsequently made, the

(Continued on page 56.)

Announcement to the Trade—

Buffalo, May 27th 1918

We hereby announce that the controlling interests and management of the Central Casket Company, Limited, of Bridgeburg, Ontario, have been acquired by Robert Cooper and R. S. Flint, who will not only continue the business but will enlarge its facilities.

The same high standard of values which have made our line so popular with the trade in Canada will be maintained, and with the new and stronger organization and the ability to serve you with more promptness, we hope to be able to secure a much larger portion of your valued orders than heretofore.

We wish to thank the trade for their many kindnesses and courtesies shown us in the past, and trust we may merit a continuance of the former pleasant relations.

Yours very truly

CENTRAL CASKET CO., Limited

SOME DAY *DIOXIN* WILL BE USED BY PRACTICALLY EVERY GOOD UNDERTAKER!

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We have implicit faith in the working of that business law which rewards a product in proportion to its deserts; and we are confident that its application will benefit **DIOXIN** Embalming Fluid.

We believe in the professional world—whether it be caskets, or hardware or linings or embalming fluids—a sifting process goes on continuously which sends the unfit to the bottom and the fittest to the top.

We believe that an inexorable law is set in motion by an exacting professional demand which unerringly will hunt out **DIOXIN** as the best fluid just as it has hunted out the best caskets and the best funeral supplies.

And it is our quiet conviction that **DIOXIN IS** the best fluid made in America to-day; that the sifting process is under way; that professional sentiment is rapidly turning in its favor; and that it is only a question of time before **DIOXIN** will be used by every funeral director who demands the best.

Dioxin Contains More Peroxide than Any Other Fluid Made!

H. S. ECKELS & COMPANY

221 FERN AVENUE
TORONTO, ONTARIO, CANADA

HOW WORK AT HALIFAX WAS DONE

(Continued from page 54)

exact position of the body sought may be indicated to relatives.

The first of the public burials took place from the mortuary on the 17th of December, two services, the Protestant and Catholic, being held outside the Chebucto school. On subsequent days burials took place from the mortuary, in every case with a religious service. At the public funeral service all denominations were represented. The State was represented by His Honor the Lieutenant Governor; the city by His Worship the Mayor and Council. The military and naval authorities also attended. In addition the Australian Imperial forces were represented by Lieut. Newlands, who, passing through the city at the time, paid his respects and expressed a desire to be accorded a place in the procession as representing our sister Commonwealth.

Practically all the work carried on by the committee has been of a voluntary character. All tabulating work, identification of bodies and general office work was cheerfully performed by volunteers. In order that the work might be carried on uninterruptedly, and in view of the isolation of the Chebucto school, it was necessary for the staff of workers to remain there continuously.

The committee received valuable aid from Walter G. Hay, of the Rotary Club, Portland, Maine, and from E. Murray Graham of the same city, both formerly Nova Scotians; from Daniel McLean of the Church of the Puritans, New York, and from Mrs. Burrington-Ham, of Toronto, National Immigration Secretary of the Y. W. C. A. The sympathetic services rendered by Mrs. Ham on behalf of the ladies who were called upon to assist in identifying their dead, are specially worthy of mention. Very valuable assistance was rendered to Alderman R. B. Colwell and Alderman W. G. Foley, in recovering bodies from the ruins by many of our citizens, by men from Bridgewater, from the Cook Construction Co., and from the military forces.

It will probably never be possible to give a complete list of those who lost their lives in the disaster, Mr. Barnstead added. Descriptive details by which possibly identifications may yet be made, have been preserved. The bodies unidentified and buried to date number just over 100. But these are not inclusive of many charred remains which were recovered, not claimed and of which no established identity is possible. They may represent a total of 400 bodies, even more. Of a great many others there have been no remains secured whatever, although the ruins and houses have been thoroughly searched. Some bodies have yet to be recovered from the Sugar Refinery ruins and from the debris under the water. All evidence, however, points to the fact that a larger number than was previously thought were in their homes in the North End at the time and did not have any opportunity to escape, either being killed by the falling houses or caught by the flames.

There are over 400 in the list of "Missing," so that the conclusion can not be avoided that quite 2,000 perished in the disaster.

ETHICAL PUBLICITY FOR FUNERAL DIRECTOR

(Continued from page 51)

when they devised the code of ethics, or the system of moral laws which they laid down nearly forty years ago. I believe they went as far as then was advisable when they condemned the flaunting of our "wares" before the public eye. I believe, however, that the time has come when the language of the Code of Ethics should be made a little less liable to misinterpretation. I believe that it should the more clearly point out that it is only the public discussion of "wares" which is forbidden.

The homeopathic physician has a motto: "Simila similibus curantur"—Like cures like. This has been loosely translated into—"The hair of the dog is good for the bite"—which I thoroughly indorse. I believe that education is the best thing possible for the funeral director, but I know of nothing which will stimulate him to acquire an even higher education more than to realize that greater rewards will come to him because of his studiousness.

I believe that the magnificent establishments which many undertakers are building and equipping for the service of their patrons will be greatly increased in number when we train the public to demand them and naturally, to pay for them. I believe that the motor equipment which is becoming almost universal to-day is doubly justified by reason of the advertising which it in itself gives you, in addition to its convenience and comfort to your patrons. This is one of the apparent things which needs no explanation in print, but there is another phase in our progress which is not so thoroughly understood.

I have heard undertakers say—"Why should I spend more time and more money to do better embalming when my people are satisfied as it is—when I give satisfaction by my present way of working?" I sincerely pity a man who takes that attitude, just as I sincerely pity any man who feels that he has reached the limit of his possibilities. I believe in going forward, but I do not believe it is possible to go forward as fast without the support of the public. I believe that that support can be acquired only by the use of the modern weapon of publicity—ethically administered.

There is still one service which I can render to association work, and that is to point out to them that many funeral directors now numbered in our membership already are wavering on the borders of sensationalism. We can save these men to our associations and add many others by directing their energies and efforts at publicity along helpful and constructive lines.

DR. FERGUSON RETURNS EAST

Dr. G. W. Ferguson, Canadian manager of the Champion Chemical Co., has just returned from the west, stopping off to attend the recent medical convention at Hamilton. He reports business with the trade exceptionally good for this time of year, considering the war conditions, and says that the country, the fields and the crops look the finest and give bright prospects for a splendid harvest—even though there were some doubts and many pessimistic reports relative to the outcome after the very severe winter.

Undertakers Shipping Directory

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Bowmanville, Ont.—
Morris & Son, L. 'Phone 10.

Brantford—
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Funeral Directors and
Embalmer.
Both phones 200.

Burks Falls—
Hilliar, Joseph. Box 213.

Coboconk—
Greenley, A.

Dorchester, Ont.—
Logan, R. A. 'Phone 2107.

Dungannon—
Sproul, William

Dunnville—
D. P. Fry. 'Phone 68.

Elmira—
Dreisinger, Chris.

Huntsville—
Hilliar, Joseph.

Hamilton—
Blachford & Sons,
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59 King St. W.
Robinson, J. H. & Co.,
19-21 John St. N.

Ingersoll—
McIntyres.
F. W. Keeler and R. A.
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McCaughey, Geo. A.

Kingston—
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Reid, Jas., 254 Princess St.

London—
Ferguson's Sons, John
174 to 180 King St.

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D. Clark. Tel. 159.
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150 Mississaga St.

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Luke Burial Co.

Schomberg—
F. Skinner.

St. Catharines—
Grobb Bros.
144-146 St. Paul St.

St. Thomas—
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Talbot St.

Stirling—
Ralph, Jas. Phone 102.

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White & Co., 80 Ontario St.
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Queen St. East and 1508
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Co., 685 Queen St. E.
J. C. Van Camp,
30 Bloor St. W.
Washington & Johnston,
707 Queen St. E.
Corner of Broadview.

Thedford—
Woodhall, J. B.

Wallaceburg—
Cousins, Burlington & Saint

Welland—
Patterson & Dart
Sutherland, G. W.

Woodstock—
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Whitby—
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St. John—
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Campbell & Campbell.

Dauphin—
Farrell, A. F.

Winnipeg—
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Moose Jaw—
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Saskatoon—
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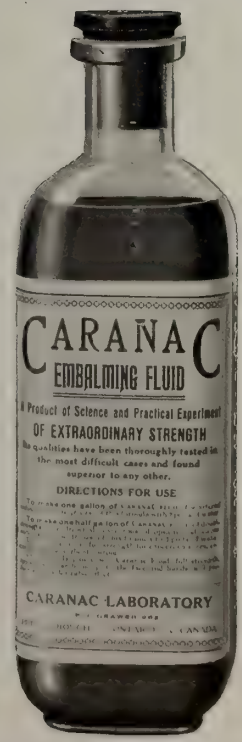
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Stratford Chair Co. 4
Sanitary Bedding Co. 39

T

Thomas Mfg. Co. 43

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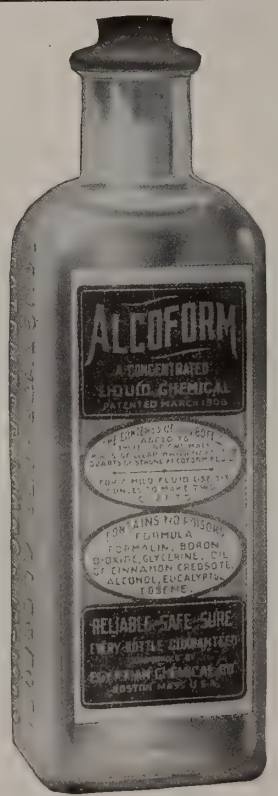
Walter & Co., B. 14

The Original Patented Concentrated Fluid

Patented Formula
Strongest and Best

Essential Oil Base, combined with Alcohol, Glycerine, Oxidized Formaldehyde and Boron-Dioxide.

Ask others for their Formula



Larger Bottles filled up with water

Special Canadian Agents

National Casket Co.
Toronto, Ont.
GLOBE CASKET CO.
London, Ont.
SEMMENS & EVEL CASKET CO.
Hamilton, Ont.
GIRARD & GODIN
Three Rivers, Que.
JAS. S. ELLIOTT & SON
Prescott, Ont.
CHRISTIE BROS.
Amherst, N.S.

Egyptian Chemical Co. Boston, U.S.A

For Sale Wanted

TERMS OF INSERTION

50 cents per insertion up to twenty-five words. Each additional word two cents. If Box is required 5 cents extra to cover postage, etc. Cash must accompany each order —no accounts booked.

FOR SALE—Furniture and undertaking business for sale in good locality. Death of owner reason for selling. Address, Mrs. B. L. Maybee, Box 20, Tottenham, Ont. -m

FOR SALE—Furniture and house furnishing business in good town in British Columbia. An exceptionally good thing. For full particulars apply to Box 53 Canadian Furniture World, 32 Colborne St. Toronto. m-a-m

FOR SALE—Old established furniture and undertaking business in Eastern Ontario. Splendid opening for any one willing to work. Do not miss this opportunity. Apply, Box 56, Canadian Furniture World, 32 Colborne St., Toronto. -m

FOR SALE—Handsome hearse, sleighs and harness. All in good condition. Cost twelve hundred. Take half. Retiring from business. Write Box 57 Canadian Furniture World, 32 Colborne St., Toronto. -a-m

FOR SALE—An up-to-date hearse, Greer make, as good as new; done over two years ago. Photo on application. Apply, Box 27, Selkirk, Ont. -m-j

WANTED—A man experienced in furniture manufacturing, to act in the capacity of assistant manager. We want a man who has technical knowledge of manufacturing, who can route and follow all jobs through complete. Who can handle correspondence successfully, who can buy and sell goods when the necessity arises. When replying, state fully your experience, draft status, salary expected, and give references. Address, Box 58, The Canadian Furniture World, 32 Colborne St., Toronto. -m

Champion Adjustable Cooling Board

No. 2912



Six Reasons Why You Should Buy This New Champion Adjustable Board

1. Steel telescoping legs, with five distinct adjustments, ranging from 20 to 30 inches in height.
2. Can be easily raised to morgue table height after the body is placed upon it. Eliminates stooping to do your work—therefore, no more backache.
3. Legs are equipped with rubber tired swivel wheels, which roll smoothly. Can be easily moved to any part of room by one person.
4. The top is three-ply veneer, 6 feet 3 inches long by 22 inches wide. Equipped with canvas top on request. The frame is selected oak, nicely finished and securely braced.
5. The head end of the board can be raised to any height desired, leaving the foot end stationary, thus giving the natural drainage desired when embalming a difficult case.
6. When lowered to regulation height of 20 inches can be used under any Champion Couch Cover.

We also manufacture the board with upholstered top and detachable skirt, made of very best grade artificial leather. Prices quoted on request.

THE ONLY BOARD OF THE KIND MANUFACTURED

The Champion Chemical Co., Springfield, Ohio

DR. G. W. FERGUSON, Canadian Manager
50 Leuty Ave., Kew Beach, TORONTO

Write for illustrated circular to-day.



When You Sell ALASKA Feather Pillows

You raise the standard of the public's pillow purchases. This is better for them, for you, and for us. Health, comfort, hygiene, and ultimate economy are sure to accrue to the purchaser if he will buy the best of feather pillows, and *re-purchase* at frequent enough intervals.

Note that word, "*re-purchase.*" Most pillows, even if *originally* high-grade, are kept so long that they become unhygienic, and so inelastic that they give indifferent sleep comfort. *No* pillow should be used longer than ten years; five would be better still. Many pillows of poor quality become useless in a short time.

If you'll join us in driving home these arguments, and by suggesting Alaska feather pillows whenever you sell a bed or a mattress, you'll create trade for yourself that you otherwise would never secure. And you'll make life-long friends as well.

Let us help you to make your pillow business successful, not merely for a special sale, but *permanently*, as we have made our own. There is an immense field for such effort right in your own locality. Ask us for further information.

ALASKA BEDDING OF MONTREAL LIMITED

GUARANTEED ALASKA BEDDING
TRADE MARK REGISTERED

Makers of Bedsteads and Bedding

400 St. Ambroise Street, MONTREAL

"Canada has no pure bedding laws—WE HAVE!"

JULY - 1918

CANADIAN FURNITURE WORLD AND THE UNDERTAKER

Time to go "Over the Top" in Summer Trade Drive.

Read the articles in this issue for suggestions for the big offensive on summer lines.

PUBLISHED BY
THE COMMERCIAL PRESS LIMITED
32 COLBORNE STREET TORONTO



The New Kiddie-Kar Trailer

This is the last word in toys, and opens up a new field of usefulness for the ever-popular KIDDIE-KAR. Now the kiddies can "carry things"—take small brother for a ride, or bring parcels from the store.

Increase your profits this year by selling Trailers to all those customers who bought KIDDIE-KARS last year and the year before. They'll all want them.

Made in one size only—height 10½ in., width 7½ in.; finished to match the KIDDIE-KAR. Can be attached readily to any KIDDIE-KAR.

Retail price $1.25 each. Dealers' discounts the same as on Kiddie-Kars.

Let us have an order from you.

Canadian K.K. Co., Limited Sole Rights for Canada **Elora, Ontario**

SERVING TRAYS



No. 28. 6 x 20—A new size—Polished Mahogany Finish, Serving Tray.

Our line of Serving Trays is most complete. Square, oval, and round cornered, in the popular finishes, and the stock is well made and finished.

Still selling Genuine Circassian Walnut Mouldings.

PHILLIPS MANUFACTURING COMPANY, Limited

Makers of Quality Mouldings, Frames, etc.

258-326 Carlaw Ave., TORONTO, ONT.

STRATFORD FURNITURE

Furniture of Real Merit

The many superior features of McLagan goods are readily appreciated by all discerning buyers. Ready sales, good profits, and satisfied customers, are assured when handling the McLagan Line.



No. 8407. Mahogany and Walnut



No. 8401 Oak, Mahogany and Walnut



No. 8411. Mahogany and Walnut

The George McLagan Furniture Company, Limited

STRATFORD, ONTARIO

STRATFORD FURNITURE

War Time Bedroom Furniture

Through careful consideration, we have been able to cope with the restrictions of war time economy and still maintain the characteristic quality of our line.

This result has been obtained through the use of conservative designs, skilled workmanship, and distinctive finish. Thus we have evolved patterns which compel the attention of the buyer who desires to meet the increasing demand for better Bedroom Furniture.







Illustrations show pieces of new Bedroom Suite made in gum, finisned in natural mahogany, walnut or enamels.

Every furniture dealer should investigate the merits of Stratford Bedroom Furniture—it is medium priced and the quality high.

The Stratford Chair Company, Limited

STRATFORD, ONTARIO

STRATFORD FURNITURE

Globe-Wernicke

Sectional Bookcases



THE store that carries Globe-Wernicke Sectional Bookcases is possessed of an asset that no other make of Canadian furniture can equal. It constitutes greater and more opportunities for increased sales and profits.

We shall be pleased to send you our catalogues and dealer propositions on request.

You should have G.-W. Bookcases on your floors.

LINK UP WITH GLOBE-WERNICKE WORLD-WIDE PUBLICITY

The Globe-Wernicke Co. Ltd.

STRATFORD, ONTARIO

STRATFORD FURNITURE

RATTAN FURNITURE



We manufacture a wide range of upholstered

REED SUITES
CHAIRS and ROCKERS

Send for prices and illustrations



IMPERIAL RATTAN CO., LIMITED

STRATFORD, ONTARIO

HOW ARE YOU KEEPING PACE?

How are you meeting the desires of your customers for well-designed, well-constructed furniture ?

You know the quality of the furniture produced in Stratford. Let the advertisers on this insert help you to meet your customers, requirements.

Shipments from Stratford factories are made promptly, because the manufacturers are organized to give the best possible shipping service.

STRATFORD FURNITURE MANUFACTURERS

The Gold Medal Line

July Exposition



No. 791½

During July we are showing a full line of our Upholstered Furniture, Cabinets and Bedding, at our Toronto Factory, Van Horne Street and Bartlett Avenue. We cordially invite all our customers to pay us a visit and become better acquainted with the excellence and variety of our lines. Personal inspection now will enable you to order intelligently when our travellers call upon you.

Take Dovercourt Car to Van Horne Street, our Factory is two blocks west of the end of the Dovercourt car line

The Gold Medal Manufacturing Company, Limited

TORONTO MONTREAL WINNIPEG UXBRIDGE

Head Office and Factory: Van Horne St. and Bartlett Ave., TORONTO

Upholstery Leather

We carry in stock all grades in standard colors for immediate shipment

Spanish, Fancy, Enamelled and Goat Grain Finishes

Unsurpassed Selections
Well Trimmed Hides

The most economical leather on the market.

Let us quote you on cut stock.

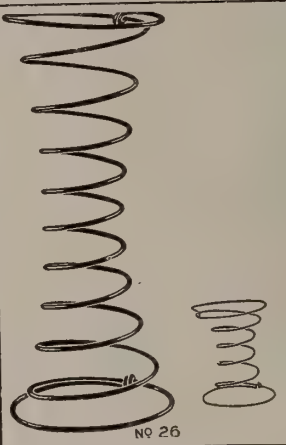
Boullee Fraser Leather Mfg. Co., Inc.
234 Canal Street, NEW YORK

The National Table Company, Limited
The Owen Sound Chair Co., Limited
The North American Furniture Co., Limited

Owen Sound Ontario

Manufacturers of Medium and High-Grade Dining Room, Bedroom, Hall, Living Room and Library Furniture.

Catalogues sent on application



WHEN YOU ORDER

STEELE'S Quality Upholstery Springs

you know that you are receiving full value, and at the same time receiving Springs that are guaranteed to be of the best material and workmanship.

Springs are small things, yet they play an important part in the construction of good furniture. Why not put your Spring problems up to us to solve?

HELICAL SPRINGS

James Steele, Limited
Guelph, Canada

KAPOK

The Queen of Bedding Material

Are you familiar with the many advantages offered by KAPOK as a mattress filler of highest grade, and do YOU realize that KAPOK is the natural response to the great demand for Mattresses that are light, soft, and pliable?
Dealers perfectly familiar with the good qualities of KAPOK Mattresses naturally keep them always in stock. If YOU do NOT carry them, there is but ONE reason:

YOU DO NOT KNOW WHAT YOU SHOULD KNOW ABOUT KAPOK

and we urge you to write us at once and get our booklet. It will make you familiar with a line that is a sure and swift seller, carrying the market in steadily rising demand.

Write us to-day—lest you forget.



The Canadian Feather & Mattress Co.
LIMITED
TORONTO - OTTAWA

Tilt Top "TWIN" Pedestal Tables

There is no question about the reliability of TILT TOP TWIN TABLES, either in action or in repose.

The very idea of the TWIN Pedestal alone stands out prominently from all other ideas in pedestal construction.



The mechanical construction is simple but thorough, and in addition is absolutely accident and fool proof.

There isn't a furniture merchant but that has the idea of giving to every customer that which will give the greater degree of satisfaction and value.

If you are not handling TILT TOP TWINS get in touch with us at once.

The Chesley Furniture Company, Limited

CHESLEY, ONTARIO



No. 1168

Stock for Future as well as for Present Sales

When you put "Canadian" Rattan Chairs, etc. into your stock you prepare for good future sales as well as for good present ones. For while the price and appearance of these goods are exceptionally attractive, the real value is of much higher grade, and holds custom in a surprisingly tenacious manner. Every one of your customers who buy "Canadian" goods will never regret it, and will always feel that he, or she has been treated well at your store.

The Canadian Rattan Chair Company

Limited

VICTORIAVILLE, P.Q.

Victoriaville Furniture

Quality furniture is not necessarily high-priced furniture, despite the rather general impression to that effect.

We do not manufacture especially high-priced furniture, but we do put real quality into every piece we make.



Illustrated is our new Dining Room Suite No. 42. The design is very attractive and will claim attention. This suite is manufactured in fumed surface oak, also the regular surface oak finish. The price is very low for its merit, and we will be glad to give you same on request.

WRITE FOR OUR NEW CATALOG—JUST OFF THE PRESS

THE VICTORIAVILLE FURNITURE COMPANY

VICTORIAVILLE, QUEBEC

WHEN YOU NEED MOULDINGS OR PICTURE FRAMES you order them

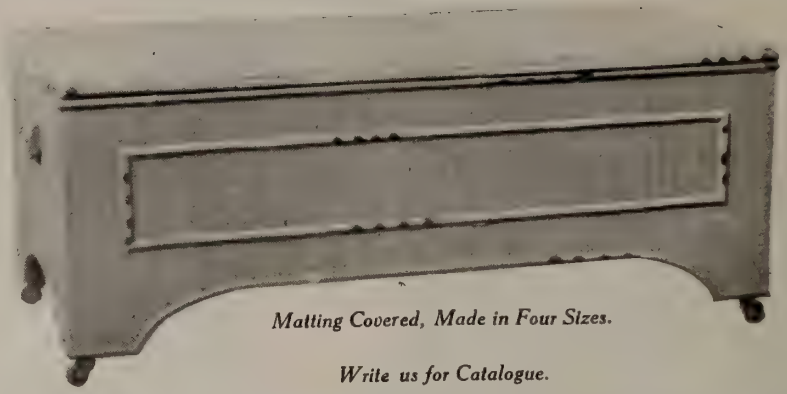
from the old reliable firm that always delivers the goods. Don't take a chance this fall, as deliveries are likely to be uncertain.

MATTHEWS BROS., LIMITED

THE BIG CANADIAN MOULDING HOUSE

1906 DUNDAS STREET WEST TORONTO, CANADA

Our line of matting-covered Chests and Utility Boxes is truly up-to-date in style, construction, and finish, and satisfies the most exacting.



Matting Covered, Made in Four Sizes.

You may send us your order and we will be pleased to fill it with every assurance that you get an article on a selling basis that offers exceptional profits.

Write us for Catalogue.

D. L. SHAFER & COMPANY, ST. THOMAS, ONT.



Arm Rocker No. 4014

BETTER GRADE

ROCKERS

REASONABLY PRICED

We aim to make every chair turned out of our factory a source of pride to us and to you. That is why so much care is given to finishing and other details.

Roll Seat Arm Rocker No. 4014 is made of oak, specially constructed so that it may be shipped knocked down. From present indications this line will be a popular one.

The prices are reasonable.

The North American Bent Chair Co.

LIMITED

OWEN SOUND, ONTARIO



No. 340 Bedroom Suite

(ADAM PATTERN)

We know that Adam Patterns are very popular, and are selling well. We feel confident in introducing our No. 340 Bedroom Suite. It is of Gum, Mahogany Finish, which makes it doubly attractive and saleable. The design is particularly pleasing, and the workmanship is most thorough and substantial.

IF YOU HAVE NOT RECEIVED A COPY OF OUR SUPPLEMENT TO CATALOGUE NO. 49, SEND FOR IT AT ONCE.

THE KNECHTEL FURNITURE CO.

LIMITED

HANOVER ONTARIO



No. 529—Top 24x16

The Meaford Line

Wouldn't You Like to Head the Procession



No. 615—Top 30x17
Mirrors 12x20 and 7x18 Br. Bev.

The man at the head of the procession of successful furniture dealers, like the successful man in every other business, is the wide-awake man who keeps an open mind for the merits of every line, and is prompt to take advantage of superiority in quality and price wherever he finds it.

The MEAFORD LINE has always been at the front, and now has the distinction of being a leader. Study the design, the finish, the real satisfaction to your customer, and if you are wise you will at once put this new bedroom suite on your floor. It will help you climb the ladder of success. Write for prices to-day.



No. 617—Top 30x19
Mirror 12x18 Br. Bev.

The Meaford Line

which comprises Sideboards, Buffets, Diningroom Suites, Wardrobes, Seats, Mirrors, Medicine Cabinets, Bookcases Hall Racks, Library Tables, Centre Tables, Desks, and Jardiniere Stands.

The Meaford Manufacturing Company

MEAFORD - ONTARIO



No. 614—Top 36x19
Mirror 18x24 Br. Bev.

THE
HEART
OF YOUR EXTENSION
TABLE IS THE
SLIDE

YOUR TABLE IS
CONDEMNED IF THE SLIDE
DOES NOT WORK
PROPERLY

WABASH SLIDES
INSURE
SATISFIED CUSTOMERS



WABASH SLIDES { HELP SELL TABLES.
ELIMINATE SLIDE TROUBLES

WE ARE
SLIDE SPECIALISTS
Having manufactured SLIDES exclusively—for 30 years
Many Canadian Table-makers use
WABASH SLIDES—
Because
We furnish Better SLIDES at
Lower Cost.
Made by
B. WALTER & COMPANY
Factory St. WABASH, IND.
Canadian Representative:
Mr. Frank A. Smith, Kitchener, Ont.



Have them on hand when they're asked for.
Send in your order to-day.

The Test that Proved the "Peerless"

Five men, with a total weight of 1,002 pounds, stood upon a "Peerless" table at one time. The table remained firm—steady—unshaken. Surely such a test should suffice to convince any housewife that the "Peerless" is a good investment. When your customers demand strength in a table, show them the

PEERLESS
FOLDING TABLE

Its sound construction, and convenient form, will commend it to everybody. For the summer cottage, picnic, camping trip, garden-party—for restaurants, lodges, churches, schools and colleges—the "Peerless" is always in demand, and particularly in summer.
"A word to the wise is sufficient."

Hourd & Co., Limited *Sole Licensees and Manufacturers* **Dept. W LONDON**



Tell Your Customers About Craftsman Quality

Fabrikoid is the ideal material for furniture upholstery. In the first place it is handsome in appearance—duplicating the effect of higher grade, most expensive leather. Unlike "leather splits," it does not crack or peel, or tear—on the contrary, it is tough and resists the hardest kind of wear. It is also stainproof and sanitary.

So specify that the furniture you order be covered with Fabrikoid and you can then assure your customers that it will give splendid wear and entire satisfaction.

We will gladly send you samples of Craftsman Quality Fabrikoid showing a large range of finishes and shades.

WRITE TO-DAY

DUPONT FABRIKOID COMPANY
Factory and Sales Office: NEW TORONTO

All Under One Roof
July, 1918

An opportunity to see the greatest aggregation of MADE-IN-CANADA Furniture to be found between Halifax and Victoria.

DO NOT FAIL TO CALL AND SEE OUR GREAT

MIDSUMMER FURNITURE EXHIBITION

held at our

Toronto Showrooms
136-140 King Street East

It will pay you to call and see our new lines before placing your Fall orders.



BUY CANADIAN GOODS

Keep your money at **home.** Canada needs both **money** and **men.** It is a good policy at any time, but especially good just now.

Call and see what we have to offer.

ONLY EXCLUSIVE PERMANENT WHOLESALE FURNITURE SHOW ROOMS IN CANADA

CANADA FURNITURE MANUFACTURERS LIMITED

WOODSTOCK, ONTARIO

D. O. McKINNON
GENERAL MANAGER

W. B. HART
ADVERTISING MANAGER

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

WM. J. BRYANS
JAMES O'HAGAN
EDITORS

Published by The Commercial Press, Ltd., 32 Colborne Street, Toronto.

Subscription Rate $1.00 per year in Canada, Great Britain and British Colonies; $1.50 to the United States,

VOL. 8. TORONTO, JULY, 1918 No. 7.

"OVER THE TOP" *in* SUMMER TRADE DRIVE

Psychological moment to launch big selling drive on summer lines – Big opportunities now present themselves to the dealer—Make the most of them—Have appropriate settings for displays and follow up early successes with energy.

THE way has been prepared by the heavy opening artillery fire of your big ads.; the reserves are in place behind the lines in the form of sufficient surplus stock; ammunition has been brought up for the big central drive in the way of advertisements, and windows prepared in advance for the coming month; already there have been some preliminary skirmishes at various parts of the line with considerable success, but the big drive that all this has been leading up to is yet to come. The phychological moment to strike has arrived, however. Conditions are now most favorable and it is a most opportune time to "go" over the top" in the big assault that tells the tale. The success of the store's efforts depends on the degree of enthusiasm and energy with which the drive is prosecuted all along the line.

Each Man Should Do His Part

All branches of selling effort should be worked to the limit at this time in a combined effort to effect sales. Big ads. and elaborate displays may sow the seed of suggestion and pave the way for sales, but it takes the individual efforts of salesmen to reap the full benfits of the campaign. The big guns at the front are essential in paving the way, but it is the "over the top" efforts of the infantry that actually wins the successes that count. Accordingly, every man in the store should recognize that his best selling effort is needed to accomplish real things in the summer furniture drive.

Maintain Selling Effort

Successes should be properly followed up, too. Just because good results have been attained one week is no reason why the energy and enthusiasm of the campaign should be slackened. You may have done a record trade in summer lines to date, but that is no reason why you should not continue to do so. On the other hand it should be an incentive to even greater effort. Some worth-while trade is passing. See that you get your full share of it.



An attractive summer furniture feature, offering direct suggestions to customers.

PRACTICAL SUGGESTIONS *for* THE DEALER

Methods and ideas that can be utilized to advantage by the furniture retailer in his bid for more business—Many suggestions that have been tried out by other dealers—Readers are invited to send along ideas that they have tried

"Look into our mirrors," reads the sign of one firm.

Scenic backgrounds and decorated pillars contribute to the appeal of summer furniture displays.

In recent billboard advertising, the Murray-Kay Company, of Toronto, have been using the slogan, "Furniture that can be handed down to your children's children."

Now is the time to feature phonographs for camp and summer home. Arrange a display with a suggestive setting.

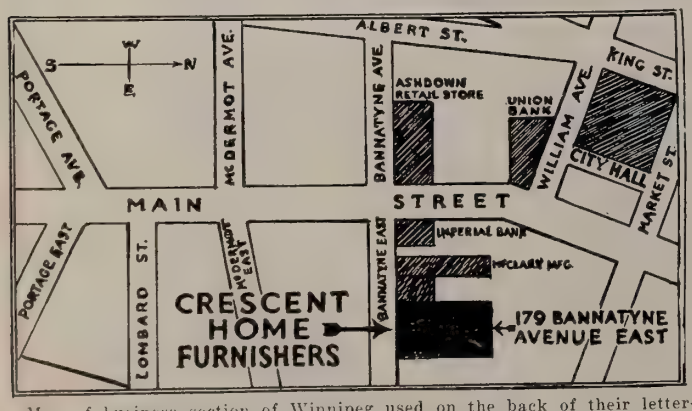
Thornton-Smith Co. Ltd., interior decorators and furnishers, of Toronto, frequently make a change in their window by merely draping a new piece of tapestry into position over the pieces of furniture already on display.

A Toronto firm in displaying small summer rugs created an artistic effect by arranging them in fan-shape by catching in at the bottom.

A Toronto departmental store have a series of brass rods over which tapestries and draperies may be placed for the inspection of customers, thus showing them off to best advantage.

Play up the value of the refrigerator in the conserving of food, which the Government is making a special appeal for at the present time.

The Green Furnishing Co., of Hamilton, show advertisements from trade papers, containing new furniture, on the wall at one side of their store, where they are open to the view of visiting customers.



Map of business section of Winnipeg used on the back of their letterheads by the Crescent Home Furnishers of that city, to indicate the location of their store.

FEATURES OFFICE FURNITURE

A good many furniture stores do not make the feature of office furniture that they should. There are few centres in which considerable trade cannot be done in this line if properly gone after.

The Nova Scotia Furnishing Co. Ltd., recently devoted a special advertisement to office furniture. An illustration showed a man at his desk, and the ad. read:

"If you want office furniture of any kind, you can get suited at our store now. A long delayed shipment has just arrived, comprising desks, tables, chairs, etc., and we can meet most any requirement in standard styles, sizes and finish. No lower prices than we quote can be obtained anywhere for the class of goods we offer. If you need office furniture of any kind, you can certainly get suited here in styles and values. We can also supply you with linoleum, cork carpet, mats, rugs or any floor furnishings needed."

FREE ICE WITH REFRIGERATORS

In pushing the sale of refrigerators a Seattle firm offered a certain amount of ice with each refrigerator purchased. Their ad. read:

"Free ice!

"—an exceptional offer for refrigerator purchasers!

"—we give with every refrigerator or ice box free ice—a stated amount of pounds.

"—quantity varying according to the price of the refrigerator.

"—the ice so given can be used when wanted, and will be delivered to your house by the ice company."

CATCHING THE WOMEN

This little plan will catch others than the women, though we always talk as if the women were the chief ones to be interested in looking into a mirror, says an exchange. Hang up a good looking glass in the window, close to the glass. Use a good quality of mirror, preferably not beveled. Put a sign under it reading, "A Popular Picture." The people who look in will of course see their own faces, and they judge for themselves of the popularity of the picture. Incidentally there must be such an attractive window display that every person will take note of that before leaving. They will be particularly likely to do so, because most people will feel just a little foolish at having gone up and looked into the mirror, and they will linger at the window long enough to give the impression that it was not the glass alone that drew them there.

DISPLAYING REED FURNITURE

Now is the time for extensive display of reed furniture. It can be made particularly appealing to the hot and weary public if shown in proper setting. A good background is important. The use of floral trimmings also helps. Don't crowd displays.

ANOTHER CENTRAL FEATURE FOR KITCHEN CABINET DISPLAY

In a recent window demonstration of kitchen cabinets by the Adams Furniture Company of Toronto, the central feature embodied in the show card "Why stay tied down in your kitchen?" attracted a good deal of attention. It showed the figure of a woman on the floor of her kitchen tied down by strings which ran to six show cards labelled:

BACKACHE, DRUDGERY, WORRY, DISCOURAGEMENT, LONG HOURS, WEARY FEET.

Another show card read: "$1 will cut the strings and send a cabinet home to you," one dollar being the initial payment required in the purchase of a cabinet. Above this show card was the representation of an axe labelled "$1."

SHOW FURNITURE IN NATURAL SURROUNDINGS

The appeal of furniture is greatly increased by being shown in natural surroundings. For instance, the Standard Furniture Co., of Vancouver, B.C., had a boudoir that would delight any woman. At the top was white lattice work and the balance of the woodwork was white, hung with sweeping draperies of lilac



Furniture price tickets used by T. F. Harrison & Co. Ltd., of Kingston, Ont.

silk, with panels of lace between. The centre of the room was covered with a large soft rug of silver grey, with garlands of pink roses, while in front of all the heavy articles of furniture were small rugs of heliotrope plush. The furniture—bed, dressing table, bureau, chiffonier, table and chairs—was ivory enamel, the bed having cane panels, and the chairs being upholstered in lilac silk. A tall pier glass, hung with smilax and orchids completed the furnishings.

REGULARITY IN ADVERTISING COUNTS

Advertising of any kind must be steady if good results are expected. Jerky advertising never did and never will pay. Worse than that, it discourages the man who does it so that he becomes skeptical about advertising in general.

Your body will not receive much benefit from an enormous meal one day and starvation for the following two days. Constant, regular nourishment is what keeps you in good trim. It is the regularity of your advertising also that furnishes the best nourishment for your business.

It is good business to appropriate from one to three per cent. of your gross annual business for advertising your furniture store. Use last year's total for figuring this year's appropriation. With your increase of business this year, the amount to spend in advertising next year increases.

How you spend this appropriation is of the greatest importance. Don't use the bulk of it in a month or two and let the public forget you for the next few months. You must keep at it, but you can easily plan for a little extra spurt once in so often. Don't spend all your money in the same kind of advertising. Use the newspapers; build up a mailing list and send out some good circulars; keep your show windows working for you all the time—you are paying rent for them anyway, and you might as well get every cent out of them you can.

The dropping water wears the hole in the rock, but you will get far quicker results if you apply the same principle in your advertising. Persistence and steadiness, rather than size and irregularity, is what makes advertising build up sales.

SOME WINDOW TRIMMER'S HELPS

Many different ideas may be brought out in trimming show windows, although the ultimate object of a show window is its value as an advertising medium. While in the main, displays should be made with a direct view to creating a desire for the merchandise you have to sell, it is also well at times to vary the monotony a trifle by injecting a little of variety into your window displays.

Different seasons of the year; different occasions, either of a purely local nature or of wider scope, offer different opportunities for working in these changes.

Have numerous small signs in your show window for people to read. Tell them about the goods in your



Suggestive arrangement for livingroom display of furniture.

window. The average person who stops, interested in some article, wants to know more about it. These little cards or signs are very cheap salesmen. They draw no salary, are easy to make, and make many a sale by telling the party about the article shown.

Do not start in to dress your window without first having some definite idea of what you are going to do. Decide upon the general plan, a definite line of goods, and, as far as possible, the articles in that line to be generally used. Limit yourself as far as possible to one line of goods.

Let's have co-operation—
In business life, my brother,
The doctor and the undertaker
Always help each other.
The doctor helps the patient
This troubled world to shake
And then the undertaker
Buries the doc's mistake.



An attractive showing of summer furniture in natural surroundings.

Make Your Window Display Jolt the Passerby

Window trimming should be carefully studied—Some helps for the dealer—simplicity an essential asset.

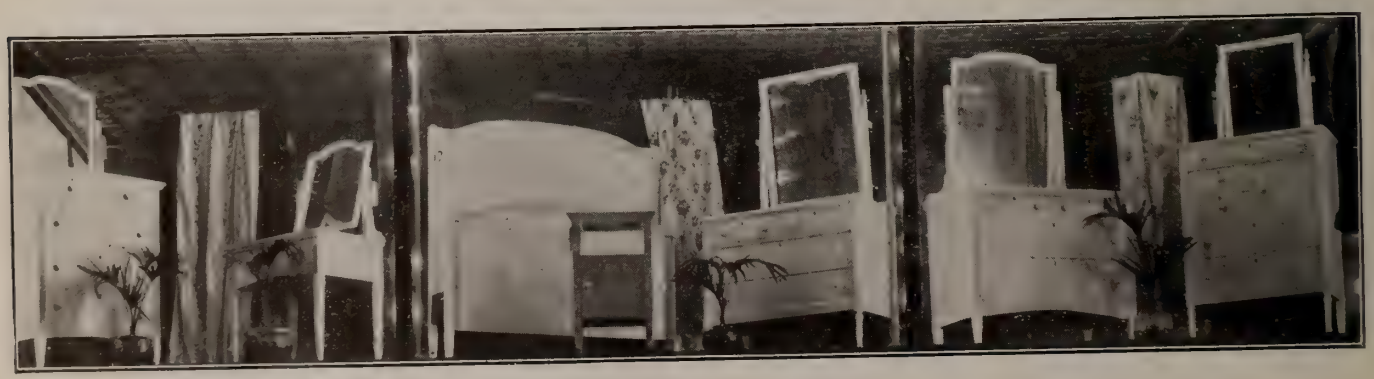
WINDOW display merits far more careful attention than many merchants devote to it. The pulling power of a window depends, of course, largely upon location; but the testimony of experienced merchants is that no matter what the location, it is a very effective factor in drawing trade. A good window display will halt the hurrying passerby; it will even, if sufficiently striking, draw people from the other side of the street. It will jolt the man engrossed in other thoughts into a new train of reflection. And the merchant, whether he fills his window or not, pays for it. He might as well, therefore, put a little extra thought into the subject, and put on displays that will bring him bigger returns.

What is it that makes a display effective? It must catch the eye of the wayfarer who isn't looking for it—hence there should be some little element of novelty. A bright touch of color is often enough. It must interest the customer—therefore, it must concern something of which a lot of people at that precise season are likely to feel the need. Hence, the display should be timely. And, to carry the customer along to the buying point, the goods must be shown in an appealing and attractive way.

Cleanliness is essential. Time is saved in window trimming by thinking out ahead what sort of display you wish to put on. The clerk who starts right in to fix up a display without first planning his general scheme is apt to botch the whole thing. More than that, he has to stop every now and then to ask himself: "What next?" and as a result he wastes time which could be saved by careful planning. True, when he does plan he may not carry out his plan to the letter; but the plan at least gives him a solid foundation upon which to build, and little modifications and re-arrangements in the display are made easily and with little lost time.

Good window displays are not expensive. True, some merchants indulge in costly scenic and mechanical effects; but the most effective displays from a business point of view are those which show the goods the merchant has in stock. Often the plain, everyday display of staples pulls more orders from the street than does the elaborate, decorative effect which attracts a lot of attention but neglects to clinch sales. The merchant has the goods. He has the window. Both of these represent the investment of money. Combined, they will help to produce sales. Therefore, it is up to him to combine them in the most appealing and convincing way.

The spectacular display may create a lot of talk about the store in general; but the merchant as a rule will find it far more worth his while to use his window for the purpose of showing some particular line which will interest the people and produce actual, hard cash results. Nevertheless, little added touches help to enhance the effect of staple displays; and, where attainable, they should not be neglected. Thus, price cards should be employed. One or two cards, putting into exact words the significance of the window, will supply a missing link in the chain of argument. Then novel effects can be produced in simple ways—such as the use of red tags for pricing, or of blue lettering instead of black, or of paper streamers pasted to the glass instead of paste-board cards distributed among the goods.



Some simple displays of bedroom furniture.

It Pays to Change Displays and Ads. Frequently

Toronto firm changes window displays and advertising daily—Opportunities in tapestries and associated lines.

FURNITURE dealers who slight or neglect the frequent dressing of their show windows are losing the assistance in their business of a powerful selling agent. In the sale of no other line of merchandise, perhaps, can the appeal to the eye be so successfully exploited. Furniture enters into the picture of home so largely and the longing of the average citizen centers so much upon that picture that it is an easy thing to awaken desire for the wherewithal to make the picture comfy and creditable in appearance. It is an easy thing to do this and it pays well to do so, as many a furniture dealer has found.

Study Color and Effect

But in striving after the best effect in window dressing, it should be borne in mind that good taste counts for much. And if from your stock of draperies, tapestries, rugs and works of art, you can add that which suggests something of the suitable in room interior—give the furniture an appropriate setting—the selling arrangement is much stronger. It pays to study color and effect, and when displaying a piece of furniture in your window give it suitable setting.

Toronto Store Changes Window Display Every Day

One of the most successful windows in Toronto, is that of the Thornton-Smith Co., interior decorators, 29 King St. W. This firm make a practice of changing their display everyday. The stock which they carry is of a better grade than that found in the average furniture store, and of course, the extra quality of goods is reflected in their window offerings. But the small man should not be discouraged by this fact. It may be borne in mind that the customers for expensive goods are many times fewer in number than those who buy the cheaper goods, and, moreover, it is probably true that they are less susceptibile to influence of the window display than is the humbler man or woman. It follows that when it pays the Thornton-Smith Co. to decorate carefully—and it does pay them—it will likewise pay other furniture merchants.

Individual Display Favored

A practice of this furniture concern is to feature one article of furniture in a window at a time, and with it, to set it off, show some dràperies of suitable color and design. These fabrics may be draped or hung, but always with a view to quiet, artistic effect. A vase of flowers, some books, a mirror or a suitable picture complete the showing. The more refinement the better, with a firm doing the class of trade of the one referred to. With a store catering to a different clientele this could well be shaded down to the point where the appeal will not be above the heads of the hoped-for customers.

Possibilities of Draperies and Fabrics

But the addition of draperies, rugs and ornamental goods, while they serve admirably to heighten the effect of a window display the main object of which is the sale of furniture, have a value of their own. In no other way can these goods be displayed to such advantage. Time and again furniture merchants have been surprised at the increase of sales in tapestries and such materials following upon their use in window decorations. The truth is, of course, that the fabric and the furniture are complementary to each other. Each is shown to better advantage when in combination with the other. As a matter of fact, while they have a factory in England and one in Canada for the manufacture of furniture, the Thornton-Smith Company have their biggest trade in fabrics.

"But, at present," Mr. Jas. A. Irvine, the foreman, informed The Furniture World, "it is difficult to get the better grades of tapestries. Any material, involving the use of wool or silk is at a high premium, and linens to an only lesser extent. Fortunately, we had a heavy stock on hand when the war broke out, for upholstered goods are having the run.

"A real scarcity, however, exists in art pottery and similar goods. All importations of these were cut off with the second month of the war."

At the present time the Thornton-Smith factory in Toronto is working upon a $100,000 order for paneling to be used in a residence now under construction. They make a feature of contracts for renovating, re-modeling and planning interiors, and have built up an enviable reputation along this line. As this field of endeavor is far from crowded, and in the nature of things, the work is lucrative, it would appear that more furniture men might look into its possibilities. As wealth grows the opportunities to make money here will expand.

Changing Ads. Daily, Too

Along with their window display, backing it up, is the newspaper advertising. With the Thornton-Smith Company, changes in these are made daily. Their advertisements are not large, usually single column in width, but they are carefully illustrated and sparingly worded.



The smiling one on the left: "Your bird is a tall one, but he's all bone and feathers. You'll have to change the feed to fatten him."

Price-Cutting Competition and Retail Profits

Address before the Retail Furniture Dealers' Association of Tennessee.

By FRANK BELL

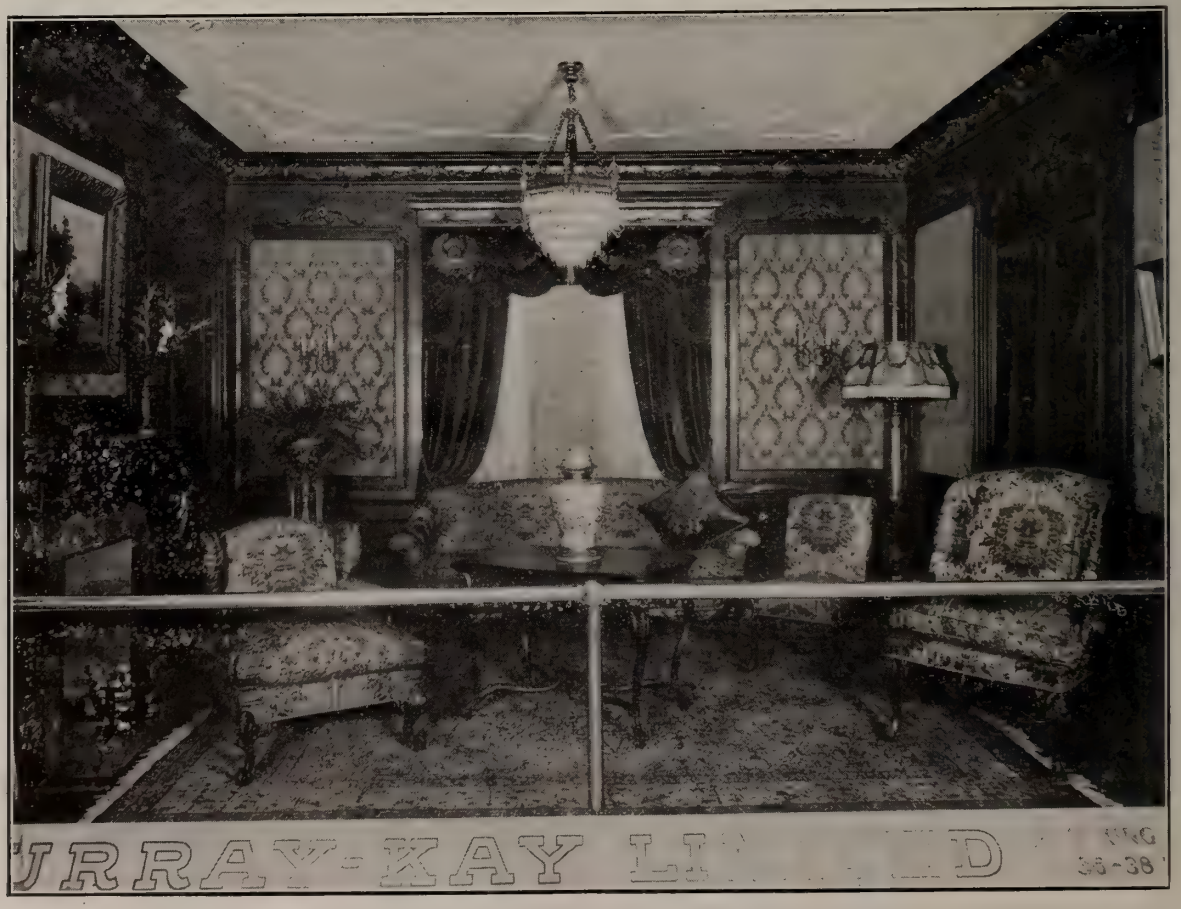
WHEN we think of price cutting, competition and profits both suggest themselves. If the saying, "Competition is the life of trade," has any truth in it from the dealer's standpoint, the definition given in the dictionary must be changed. On looking up the word "competition" you will find the definition to be "rivalry and strife for supremacy," and this usually results in price cutting and failure. I have been asked to discuss the question from the standpoint of the dealer in the small town. Most of the competition we have had has been with the city dealer; and I hope that what I have to say will be helpful to my friends from the cities, and that you will not think the small town dealer conceited when I say that most of the people who leave the small town and go to the city to buy goods do not go because they cannot get what they want at home or that the price is too high. There seems to be a peculiar streak in human nature that prompts a certain class of trade to go away from home to buy goods.

Selling Without Profit

In the furniture line, how much of your trade really knows a bargain when it is presented? Most of them cannot judge quality or price. Now, when this prospective purchaser comes into the city without knowledge of quality and value and begins to look around, before he goes far he reveals the fact that he came from some of the smaller towns and has the cash. The thing that happens then is usually about like this: The city dealers get out their long knives and begin cutting at each other. Finally the fellow buys without knowing whether he has been skinned or not, and the man who has sold him has sacrificed his profit and done what he could to demoralize his own business. I realize fully that people will always go from the smaller towns to larger places to buy goods and that no concern can control all the trade around it, and for that reason I believe it unwise for the city dealer to cut his prices. The customer can usually be sold just as well at a profit. Some of this price cutting reminds me very much of the story of the dog in the manger. If you cannot make a sale at a profit, why not let your fellow merchant have it?

Dog-in-the-Manger Policy

I know of a recent case of price cutting between city dealers where the largest part of the bill of goods was sold at 10 per cent. above the factory cost, the dealer who sold the goods believing that the purchaser had not priced in his home town and the dealer in the small town did not know that the man was in the market for furniture. The man who sold this bill of goods robbed himself and his fellow merchants of a



Window display in Toronto store that will offer suggestions to other dealers.

legitimate profit, and the man who bought the goods thinks that he was beaten in the trade. If you will pardon a personal reference, I want to relate a conversation which took place between me and a clothing merchant who lives in a city not very far from my town. Knowing that I was in the furniture business, he said: "Why don't you come to this town and open a furniture store?" He then related his experience in buying a library suite. His wife had visited three of the leading stores in the morning, and at each had made a memorandum of the numbers and prices of the goods which interested her. The same afternoon the gentleman visited the stores to look at the goods, and not in a single instance was the price quoted the same as given his wife. He finally made a selection and bought at a price much less than the first asked, but had no confidence in the deal, not knowing whether he had been fairly treated or not. This took place several years ago, and since that time a store has opened in his town and made a success selling furniture at one price.

Price Cutter Doesn't Always Know Selling Expense

I have a strong suspicion that the price cutter does not always know the cost of doing business. This is a charitable view to take, and it certainly does look foolish for a sale to be made that does not pay for the cost of doing business. Some of us may think that it is an easy matter to figure cost, but I want to say that cost is one of the most elusive things you have to deal with. About the time you think you have it, something else bobs up. Some of the highest salaried men in the commercial world are the men who figure cost. The figuring the price is not a simple matter. There is a fixed and everlasting law of price which must be obeyed. The whole structure of trade is based on profit. To sell goods for less than total cost is not business; it is bankruptcy, and means failure and ruin. Nearly every time prices are cut, if you will analyze the case, you will find the reason a bad one, and the dealer who looks around for excuses for price cutting is forming a habit like taking dope, and eventually he will put his business to sleep for good.

Building by Good Goods at Fair Prices

How many successful firms do you know among the price cutters? What make of shoes do you wear? What brand of hats? Who is your doctor? Why do you buy Ivory soap, Uneeda biscuit and Quaker oats? Why do you sell Hoosier kitchen cabinets, and Globe-Wernicke bookcases? Is it because of a cut price? I dare say not. Yet you are bound to recognize that the producers of these goods are successful, and they have made their success by consistently giving good goods at a fair price; and that, my friends, is all that the public requires. The trade that comes solely on account of prices is not the trade that builds up your business. The customer that counts, the trade that makes the very bed rock foundation of a successful business is that which comes on account of service and fair dealing. I have heard a great many people recommend the Marshall Field store as a safe place to trade, and you well know that this business stands out in a class, and almost alone, as an example of successful retailing; and I have never heard it said that they sell cheap or at cut prices, but you do hear that they are dependable. When your name is written on a sign as a furniture dealer, it ought to mean to your community a square deal and one hundred cents worth of goods and service for every dollar which goes in to your cash drawer. The man who engages in any business should feel that he is doing what he ought to do and what he is best fitted for; that the thing is worth while; that he can put into it the best effort of his life to accomplish the most for himself and his fellow man. In doing this a man's life is a success whether he makes money or not.

Work for Better Homes

If a man gives the community in which he lives and is doing business the best service he is capable of and the best his community is capable of accepting and appreciating, he can raise the standards and ideals of his customers, and create a desire for better homes and better furniture. He is doing his bit for himself, his fellowman and his country. The man in the furniture business who is not doing this is a misfit and ought to change his job. I am a great believer in the fitness of things, and whatever may be said about opportunity and circumstances, most of us who are not where we belong are there because we have not made an honest, conscientious effort and done our best. Who creates the opinions of the public and makes our reputation? If our business is not well thought of, we are to blame. If it does not reflect credit on us as men of high standards and ideals, we can blame no one but ourselves, and price cutting does not get any of these things. People like to trade with a prosperous store, and what I have said along the lines of high ideals has to do with price cutting in this way—that in doing these things, we will price our goods right to start with, and that we are entitled to a fair profit, and will not have to cut prices to get it. I believe that when a man gets to be a habitual price cutter he shows weakness—that he has been wounded in the commercial struggle—and sooner or later an ambulance will come around, and he will be taken to the rear, and the services will be held over the remains of his business by a receiver and auctioneer.

AS TO COLOR IN THE WINDOW

Windows of a solid color attract the eyes. Red, of course, flames out brighter and stronger than anything else, and it is hard to get by a bright red window, and thus we know why it is that the turkey cock and the ill-tempered bull, rage at the color. There is something about red that is magnetic to the eyes.

A window draped wholly in white will appeal to people at any time, but most effectively in hot weather. It looks so cool. Light colors for warm weather and strong colors for colder weather are the rule.

PLACARDS AND SIGNS.

A well-lettered and prominently displayed hint to consumers, costing a fraction of a cent., can sell as many, if not more goods than a salesman paid ten to fifteen dollars a week.

It is no trick to take a piece of white tea paper, and with a camel's-hair brush, a teaspoonful of bluing, letter a sign. If you have no knack in that direction, copy some style of letter and figures. A little practice will make one quite proficient in that way.

Some one about the store or some schoolboy can be secured to do very creditable work, so that these little dodgers, tacked on the shelves, placed on wall or window pane, will be silent yet suggestive workers for trade.

Our Old Friend—the Bean-Guessing Contest—on Trial

Interesting statements of both prosecuting and defending counsels in the case — The reader is the judge.

THE charge made in the High Court of Merchandising is, that our old friend—the Bean-Guessing Contest—is not a profitable investment. The question is—guilty or not guilty?

Prosecuting Counsel — I contend that the accused is guilty, as charged, of being a non-profitable investment. The fact is borne out by the statement of various retail dealers who have tried out bean-guessing contests and found that they did not stimulate interest sufficient or increase sales enough to make them profitable when one considers the expenditure that is necessary for prizes and for advertising.

Statement of Prosecuting Counsel

I would draw attention especially to the case of Mr. Fred. Smith, who conducted a contest in which he offered prizes valued at $40.00. The contest lasted for two weeks. If the average net profit on goods sold by Mr. Smith is five per cent., it is evident beyond dispute that he would have to sell $800 extra worth of goods during the two weeks to pay for the prizes alone, not to mention the additional advertising expense. Mr. Smith's sales records show that he did not increase sales by $500 even, during the two weeks. I accordingly ask you to take this evidence as good and sufficient proof that the Bean-Guessing Contest is not a profitable investment.

Defendant Counsel Submits Evidence of Brandon Dealer

Defendant Counsel—I place my whole defence of our good friend, the Bean-Guessing Contest, on the evidence of Mr. Geo. E. McCulloch, proprietor of a successful business in one of our western cities. Mr. McCulloch has been in business for a number of years, and is acknowledged as a keen and sagacious business man. He is so strongly of the opinion that a guessing contest is a profitable investment that he has made such a contest an annual affair. Last year he gave a total of $200 in prizes in this contest. He repeated it this year, giving a total of eighteen prizes, amounting to $100. It is evident that he must have found such a contest profitable, or he would not have repeated it.

Some of the Particulars

I would like to draw your attention to some of the features of the contest as conducted by Mr. McCulloch. A resume of these may probably influence you to render a verdict that such a contest is profitable, at least under certain circumstances. The contest lasted for a month. A guess was given with every 50 cent cash purchase, no matter what the goods might be. The prizes consisted of credit slips for the various amounts, giving the winners choice of any goods in the store equal to the amount named. The contest was announced in big space in the local paper, and followed up by smaller advertising space.

The first prize was $50, the second $15, and the third $5.00. Then there were five prizes each, of $3, $2 and $1.

The rules and particulars of the contest are given in Exhibit A, presented herewith. Mr. McCulloch has earned quite a reputation for this annual bean guessing contest, and it is known for miles around as a big, fair and square proposition, with no strings tied to either end.

WHAT ABOUT IT?

1. A sealed glass jar in our window is filled with beans.
2. You are supposed to guess or figure how many beans the jar contains.
3. Each 50c purchase or purchases aggregating that amount entitles you to one guess. $1.00 to two guesses, and so on.
4. With every 50c purchase you get a guessing ticket, with a blank line for your name, your address, and your guess.
5. The tickets are all dated and when two or more guesses are alike the earliest guess wins, and the others take their place in order.
6. Each guessing ticket is deposited in a locked and sealed galvanized iron ballot box.
7. The guessing starts Saturday, December 1st, and ends December 31st.
8. A committee of disinterested citizens will be selected as judges to count the beans and award the prizes.
9. Only cash purchasers are entitled to a guess—no guesses allowed when the goods are charged.
10. You can buy one day and take your ticket home till you dope out your guess and turn it in later—but early guessers take precedence when two or more are alike.

Exhibit A—Submitted by counsel for defendant—the Bean-Guessing Contest.

REMODELLING OF STORE FRONT PROFITABLE

The value of a good store front has been frequently referred to. It is driven home again by the experience of a dealer in an Ontario town, who spent considerable money a few years ago in remodelling his store front, and who states that it was a good investment in view of the increased trade it has brought.

"In the first place," stated this dealer to THE FURNITURE WORLD, "a good store front creates a better impression in these days when appearances count for so much in influencing the minds of people. Besides, you have to get goods out where people will see them in order to make sales."

The window is fitted with hardwood floors with three small steps built up in the centre of each for the display of goods.

The windows are closed in at the rear, and little trouble is found from the front pane frosting over in cold weather. As a preventive measure, ventilation has been provided to keep the inside of the window cool, so that there will be no warm moisture-laden air to come in contact with the cold glass, and condense.

The store is finished in white, giving a bright appearance to the window.



No. 792



No. 778

Two attractive samples from the line of the Gold Medal Furniture Mfg. Co. Ltd., of Toronto.



No. 617—Top 30x19; mirror 12x18 Br. Bev.



No. 615—Top 30x17; mirrors 12x20 and 7x8 Br. Bev.



No. 614—Top 36x19; mirror 18x24 Br. Bev.

Pieces from new bedroom suite manufactured by the Meaford Manufacturing Co., of Meaford.

REACHING NEW CUSTOMERS *through* OLD

Green Furnishing Company of Hamilton, Ont., give premiums to regular patrons who bring in new customers—Use circulars and other advertising to acquaint patrons with proposition—Has proved a satisfactory trade puller.

"Satisfied customers are our best advertisement," is a statement that a good many merchants have made to the writer. Especially is this fact true when the customer tells others of his or her satisfaction. The recommendation of a pleased customer has been the means of securing many new customers for furniture stores.

Premiums to Those Who Recommend Store

In fact, the recommendation of those who have already dealt at the store is held in such high esteem by the Green Furnishing Co., of 129 King St. E., Hamilton, Ont., in getting new customers, that they have worked out a plan to cash in to the full on the idea by offering premiums to old patrons who bring or send a "new" customer to the store.

The idea is concisely put in a circular given to all those who make purchases at the store. It is headed, "A personal message to you," and reads:

> "Your purchase we feel sure will please you—won't you tell your neighbors about this splendid bargain from Green's.
>
> "A useful premium will be sent to you if you send us a new customer. Read carefully the premium booklet attached.
>
> "Your order is appreciated—may we hope that you and your friends will keep us in mind when in need of beautiful, comfortable and convenient things for the home?"

The Premium Given

The premium booklet mentioned above is a circular 13 by 6 inches, folding into a four-page booklet. No premium is given for purchases of less than ten dollars by new customers, but small sales are allowed to be added together to make up the amount. The premiums offered are as follows:

Bronzed Statue—Molded from plaster paris. finished in bronze, free to person bringing a new customer whose purchase amounts to over $10.

10-Piece Kitchen Equipment—Set of kitchen pieces with ebonized handles and good grade of steel, if purchases of new customer amounts to over $25.

Covered Casserole—Given where purchase of new customer amounts to over $50.

Weigh Scales—Especially useful to weigh postal packages, where purchase is over $100.

Some of the reading matter used in the booklet is reproduced below.

CUT PRICES BECOME FIXED PRICES

Cut prices after a while become the fixed prices. when they are no longer attractive; then a continuance of the system will demand a reduction of the selling prices of other items, whereby the relative proportion of profit-bearing goods is still further decreased. The manufacturers did not reduce their prices because some retailers saw fit to sell their particular goods below the stated figures, though eventually nearly all dealers were compelled to reduce the retail prices if they wanted to sell any of them and to dissuade their patrons from going to other stores. The cut price became the fixed price.—E. G. Eberle.

SEND US A LETTER

If you can't come with the new customer, tell us their full name and address.

Tell us if they are engaged, newly married, just moving to our city, and, if possible, what they need.

Your name will not be mentioned, but if sale is made, you are entitled to a premium.

GREENS

—IN FAIRNESS

"Positively no premiums given unless recommendation is mentioned before, or at time of sale."

This friendly premium plan is our way of showing appreciation of your good-will—but in fairness we have been obliged to make the above rule.

GREENS

How you may secure Useful Premiums —at GREENS

Bring a *new* customer who has not dealt with us before.

We promise that your friends will receive our careful and courteous attention.

Your assistance is highly valued.

The Green Furnishing Co.
129 King East - Open Evenings
Opposite Terminal Station

Canadian Furniture World

TORONTO JULY 1918 CANADA

The Spirit of the Season

The store which achieves the best sales results breathes the spirit of the season in window and interior. The goods that are prominent and the settings in which they are placed speak loudly of the existing season. Everything is suggestive of those things which should be uppermost in people's minds at the time.

For example, at the present moment, "summertime" should prevail throughout the store. Suggestions for the furnishing of verandas, porches and summer homes should be to the front. Suggestive settings, roses, vines, summer flowers, etc., all assist in giving the proper touch.

* * *

An Extra Room During Summer

Why not play up the suggestion to the housewife that she create an extra room in her house during the summer—and a comfortable and cool one at that—by the purchase of such lines as will virtually turn the verandah or porch into an extra room? It will not mean any great expense and it will certainly give much freedom from the overwhelming heat that will be present many times during the next few months.

People who cannot get away beside lake or stream owe it to themselves and their families to provide a cool retreat for the hot weather. Use advertising and show card to drive home the fact.

* * *

The Delivery Question

The delivery problem is becoming one of no little difficulty for the furniture dealer as well as merchants in other lines of business, especially at the present time when costs are soaring upward and the help problem is causing no little trouble.

There is no doubt that many dealers would find it possible to simplify this problem if they would only put forth a little effort, and ask for the co-operation of both salesmen and customers in doing so.

Just as an example: the writer accompanied a friend when he was purchasing a piece of furniture recently. When the sale had been made the salesman took particular pains to inform my friend that the article would be delivered the same day, which would mean within three hours. My friend had not asked for any assurance of quick delivery. In fact, any time within a couple of days would have done. However, the salesman seemed to desire to give full value for money received by special delivery service, while no rush was necessary.

It is "rush" deliveries that pile up heavy costs for a good many furniture stores, and they should be reduced to as few as possible. This is not a difficult matter if some effort in this direction is put forth. Delivery within a reasonable time will often suit the customer just as well as a "rush" job. The needs of the customer should be ascertained. When the majority of goods can be delivered at the convenience of the store it reduces the cost considerably. Of course, at the "convenience of the store" does not mean long-delayed deliveries that are likely to peeve the customer and cause strained relations between store and patron.

The Green Furnishing Co. Ltd., of Hamilton, Ont., make a practice of delivering in one section of the city in the morning and in another in the afternoon. They have an announcement to this effect in the store, on which they also state that they prefer to be given until the next day after purchase to deliver goods, if it is convenient to the customer. Some little effort along the same line might well be put forth by other stores.

* * *

The Business Outlook

Although Canada is still enjoying a high measure of prosperity it is becoming more and more apparent that its continuance will largely be determined by the nature of the next harvest.

While it is yet too early to determine what the harvest will be, yet the situation is encouraging rather than otherwise. One thing is certain: there never was a time in the history of the country when the acreage under cultivation was as large as it is at present. From the Atlantic to the Pacific seaboard the farmers have been putting forth a strenuous effort to put more land to the production of cereal crops, so that even should the yield per acre not be bountiful there is good prospect of a large aggregate output. In addition to this there is practically a certainty that prices will continue to rule high, thus ensuring the farmer commensurate returns for his efforts. And the same thing applies to his live stock and dairy products.

In the West the acreage devoted to the cultivation of field crops is at least 15 to 20 per cent. in excess of last year. At the same time, however, it is advisable that retailers throughout the country should keep their business well in hand. And that means their stock as well as their accounts.

At present it is better to sail close to the wind rather than to run along with mainsail free to the wind. True there are no storms visible in the offing, but we do not know what might happen if the crops failed. And in these critical times it is well to be prepared for eventualities.

* * *

The Financial Situation

Of one thing we may be assured, and that is, the financial situation of the Dominion is still strikingly strong. The monthly Government statement dealing with the banks of the country is proof of this. In assets the banks are stronger by $755,854,971 than they

were four years ago, while their quick assets have reached the enormous sum of $1,168,955,637 compared with $569,892,435. Public deposits have touched a new record, being $1,482,123,039 against $1,336,917,226 a year ago. That more money is also floating about is evident from the fact that the notes in circulation are $191,058,404 compared with $148,265,140.

As next fall the Government will be calling for an additional loan we shall be wise if in the meantime we conserve our surplus cash, whether it be from profits or salaries, in order that the response will be equal to the demand.

* * *

Past the Cow Path Stage

In the olden days, the cow path of the village developed into a far-from-desirable street in the later town or city. But a new era has now developed, and the engineer goes ahead and plans the layout of the centre, assuring for later days a thoroughfare that works for efficiency.

In the same way, the business man should progress past the cow path stage. He should not allow his business to run haphazardly along without any definite plan in mind. He should prepare his plans in advance, and have something really definite to work along.

* * *

Bookkeeping In Furniture Stores

Too many merchants are given to calculating their progress by general indications — which is practically guesswork—instead of by accurate knowledge. They do not seem to realize that success in business, especially under present conditions, is dependent to a large extent on proper bookkeeping, and that a record of expense, item by item, is helping most successful dealers to pare down their costs in order to meet competition and insure profits.

There has been an improvement in bookkeeping methods in the retail trade in recent years, brought about to a large extent by necessity, but there is still room for improvement. It is recognized that the dealer is a busy man, frequently spending a good deal of his time in selling, which to him seems more immediately important than keeping his books. A change in this attitude is gradually being brought about, however, and dealers are coming to recognize the necessity of devoting time to keeping proper records.

* * *

Death of Mr. Credit

A London merchant who decided that after a certain date he would run his business on the "pay as you enter" principle, announced his intention to his customers by placing placards, with heavy black mourning rules around each, in prominent places around his shop, bearing the following notice: "We regret to inform our respected customers that our good and generous assistant, Mr. Credit, expired to-day. As you know, he was always willing and helpful to our customers, if not to us, but he has been failing for some time. May he rest in peace! In the meantime he will be replaced by Mr. Spotcash." It isn't stated, but it is probably a fact, nevertheless, that Mr. Proprietor entertained on the same day and for the first time Mr. Profit as his guest.

* * *

Wilted Collars and Ambition

When the oppressive hot weather makes its appearance do not allow your ambition and sales effort to wilt with your collar. Remember that this "hot stuff" that you are so strongly condemning is all grist to your mill if you are only prepared to cash in on it. It is affecting the rest of the people just as much as you, putting them in a receptive mood to be influenced by your suggestions as to articles which they should buy to provide themselves with summer comfort.

Of peculiar ways of earning a living one of the oldest is reported by a New Orleans attorney.

A colored man was brought into court on some minor charge. The judge, following the usual routine, after asking his name, demanded:

"What is your occupation?"

"Well, sah, jedge, Ise a wormhole borer in a antique-furniture shop."



IF FIRE SHOULD VISIT YOU TO-NIGHT, WOULD YOU BE PROPERLY PROTECTED?

IT is one of the uncertainties of life. No one knows when the great devastator—Fire — may visit his store and leave it in smoldering ruins. It behooves every dealer to be prepared against such a catastrophe by having his stock and store fully and well insured and his business papers and records properly protected. In justice to himself and the business he is fostering, as well as for the protection of his family and creditors, the dealer should be prepared. Now is the time to give consideration to the subject—not after a fire has occured.

Merchandising Suggestions from Our Exchanges

Methods and ideas in furniture retailing as seen by other journals

LOOKING THROUGH OTHER PEOPLE'S WINDOWS

THE habit of looking into other people's windows carries with it much which is helpful in your own work. Even though the business may be quite foreign to your own, there often will be found something which can be effectively applied. Attractive displays fashioned from paper napkins are suggestive of the possibilities in even the simplest article if it carries with it freshness. Cartons of foods common in the average grocery are proof that even plain pasteboard boxes, when piled with accuracy, carry sales suggestiveness. Truly, arrangement counts for much; and when you can add to this, elegance—here is a chance to accomplish wonders.

Most of us need some incentive to keep us up to our best, and especially is this true if there happens to be no direct rival in the town. We are apt to grow into the notion that the rut into which we have slipped is the broad highway, and needs no improvement, because for the time our car is not jostled. A close tab kept upon other people's work will soon serve as a reminder that this is no go-easy road, and that those who are doing the best in other branches of trade are those who are alive to the fact that they must go ahead; that there is no such thing as standing still.

Whether the windows into which we look are foregin or akin to our own trade, there is the what-not-to-do as well as the what-to-do therein suggested. Surely, if ever one may profit by the experience of others, it is here.—Grand Rapids Furniture Record.

PROFIT IN PICTURES AND FRAMES

The furniture dealer is beginning to realize the advantages of a line of pictures, small frames and moldings, according to a prominent manufacturer in this field. He says that business in this line has been the best during the past season that he has ever had, and that the furniture man has been largely the cause of it, for he is taking up the line to a far greater extent than ever before. And when you come to think of it, what is a more logical line for the furniture dealer to handle? One store has put in a good line of small ivory, walnut and mahogany frames, and has placed the show case up near the main entrance. It is kept in apple pie order and always daintily decorated, and has a young lady to take care of it. The dealer reports that sales on this small line have been exceedingly profitable, and that little trouble and expense are necessary to get this business. The same store has put in a show case of ladies' purses and hand bags on the opposite side of the entrance, and expects this little side line to prove equally profitable. Returns have not yet come in on this part of the venture.—Chicago Furniture Journal.

WRITING THE TRADE LETTER

Many advertising letters fail of results because of the way in which they are written. The following suggestions may be helpful—they are taken from the Layman Printer:

1. Know what you are going to write about.
2. Get the viewpoint of the recipient.
3. Tell your story clearly, briefly and convincingly.
4. Talk "you," not "we."
5. Avoid extravagant phrases, meaningless terms, and so-called "clever" or fancy writing.
6. Know when to stop.
7. Don't revise so much that you take the life out of what you said.
8. Make your letter read like a personal communication to the recipient, not a form.
9. Be sincere, honest and straightforward.
10. Last, but by no means least, use common sense.

EXAGGERATION AND MIS-STATEMENT

The greatest evil of modern retail advertising is mis-statement. Merchants and dealers everywhere seem to think that they can attract trade by making rash statements and promises. They announce that they have "the greatest collection brought together," and they wonder why so few people visit their store to see this great collection. As a matter of fact, so many people have read this same expression so many times that they no longer believe it. If they could feel assured, on any particular occasion, that the "greatest collection" was really the greatest, they would take steps to see it immediately. But they have been fooled and disappointed so often in the past that they read such a statement in a more or less perfunctory manner and more often than otherwise, pass it by without a second thought.

Adjectives may be quite essential in describing certain things. The advertising representative of Barnum & Bailey's circus has perhaps used every adjective in the English language. But whether he has really gained anything from their use—more than he would have gained from simple truthful statement—is a matter of doubt.

Things theatrical must be treated in a theatrical manner. But merchandise that is not to be inspected in the "lime light" must be described in an entirely different manner than a circus.

There is one New York store which avoids the use of adjectives whenever possible. Its merchandise is never the greatest or the newest or the best or the most novel or the finest or the cheapest or any of these things which are generally used to describe merchandise. It tells of its goods in an intimate, personal sort of a way. In its particular case the method it pursues is quite successful. It holds assurances from many of the customers that they were led to buy from it merely because of the truthfulness and personal character of its advertising matter.

Every mis-statement in an advertisement is taken cum magno grano salis—with a large grain of salt—Nobody really believes it except the man who writes it. He is the only one who is fooled.—The Decorative Furnisher.



No. 2725



No. 2726

NEW PIECES FROM THE McLAGAN LINE

No. 2725—Hall seat in American black walnut.

No. 2726—Hall mirror in American black walnut.

No. 2736—Card table in walnut.



No. 2736



No. 4946



No. 4950

Pieces from a new bedroom suite manufactured by the Stratford Chair Company. Made in gum, finished in natural mahogany, walnut or enamel.



No. 4945

Gerhard Heintzman



MODEL C
$248.00

"The Machine of Merit"

Without question the Gerhard Heintzman line of phonographs will increase your sales and bring new customers into your store. When you sell a Gerhard Heintzman Phonograph you are giving dollar for dollar value.

MADE IN EIGHT MODELS

$58.00 to $425.00

Write NOW For Agency Proposition



MODEL D
$327.00

Sit down for a minute and listen to the Gerhard Heintzman play. Its clear, sweet tone is so delightful that you want to hear it play for hours.

Now is the time to sell this reliable line. We want a live furniture dealer in every town in Canada to represent us. We have an interesting proposition which we send on request.

We also carry a complete line of Steel and Jewel Needles; also Record Albums.

Gerhard Heintzman, Limited

Toronto :: Canada



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES: ELYRIA OHIO, NEWARK N. J., PUTNAM CONN., SPRINGFIELD MASS., CHICAGO ILL., PORTLAND ORE., CINCINNATI OHIO, TORONTO 172 JOHN STREET



KNOWN the WORLD OVER FOR THEIR

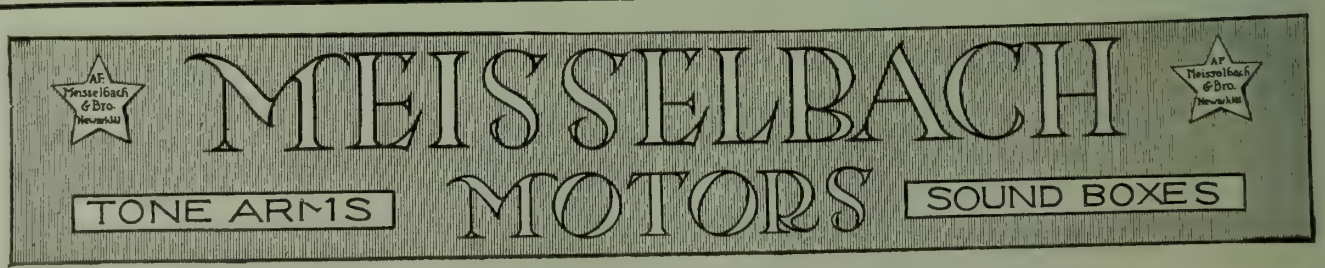
SUPERIORITY

Heineman Motors and Tone Arms
Meisselbach Motors and Tone Arms
Dean Steel Needles

The above products are standards in the talking machine field, and recognized by manufacturers to be the best in the world.

WE ARE AT YOUR SERVICE

Otto Heineman
President



Explanation of Proper Method of Figuring Profits

Saskatchewan dealer writes us regarding a previous article on the subject — A reply to his enquiries.

By A STAFF EDITOR

IN a recent issue we gave the answer to a dealer who asked: "If I should purchase a harness for $39.64 and sell it for $44.60, what is my percentage of profit and how do you figure it?"

In answer to this we said:

"Taking the transaction stated above, the correct method of ascertaining percentage of profit is to subtract from the selling price of $44.60 the cost price, $39.64, which gives the gain in terms of dollars and cents as $4.96. The percentage of profit is found by dividing this amount by the selling price, which gives a percentage of approximately eleven and one-eighth. It is perfectly obvious that if this merchant's cost of doing business is the average of about 17 per cent., he would be losing a very nice amount in selling the harness at the price given. That the selling price, rather than the cost price, should be taken as the basis of calculations is doubtless evident to all merchants, in view of the arguments pro and con which have at various times found their way into the columns of the trade papers."

Letter from Saskatchewan Merchant

In connection with the above we have received the following letter from a general merchant in Saskatchewan:

The Editor:

Dear Sir — I note an article in a recent issue on, "How to figure percentage of profit," that you state the correct method of computing the percentage is based on the selling price.

I cannot by any method figure out where or why you so compute it. You say the merchant's profit is approximately 11⅛ per cent. I think you are wrong. You also say if his expense is 17 per cent. for doing business, he would be doing a nice (losing) business. How do you arrive at his 17 per cent. expense?

In marking your harness you could not arrive at any 17 per cent. expense unless you used the former year's percentage as a basis—which would be hazardous.

Furthermore, don't you think it sounds somewhat exaggerated to say that it costs the merchant practically $6.75 to sell a $45.00 harness?

As an illustration, rather (homely), if in 1912 I had two boys, and in 1916 I have four boys, according to your method of figuring my increase would be only 50 per cent., but I hardly think you could make my wife believe it or myself, either.

For obvious reasons, do not publish my name, as I desire neither publicity nor censure in the matter.

CONSTANT READER.

Why Profits are Figured on Selling Price

We are always glad to receive letters from subscribers on the all-important subject of figuring profits. From his letter, this dealer apparently does not just see why profits should be figured on the selling price of goods. The reason for this is that the percentage of selling expense is invariably figured on the selling price, and unless gross profits are figured on the same basis there is liable to be a discrepancy when an accounting is made.

To illustrate what I mean, I know a dealer who found his cost of doing business was 20 per cent. (on the selling price, of course). He said to himself, "Now, I will mark my goods at an advance of 25 per cent. and thus make a net profit of 5 per cent."

Figuring Expenses and Profits on Different Basis

The trouble with him was that he figured his selling percentage on the selling price and his gross profits on cost price—two altogether different bases. He finally found out that the 25 per cent. that he added to the cost was just equal to the 20 per cent. on selling price that it cost him to do business, so that he was really just breaking even when he thought he was making a net profit of 5 per cent.

To illustrate this, still further, figuring on sales over a year, his average cost of doing business was 20 per cent. (on selling price). For every dollar's worth of goods sold his expenses amounted to 20 cents. He bought an article, say at 80 cents and added 25 per cent. to it—20 cents—making a selling price of $1. Now, the amount he added to the cost just equalled the average expense of selling the dollar's worth of goods, so he just broke even.

This is the big trouble with scores of dealers—they do not realize that 25 per cent. on cost of goods is just equal to 20 per cent. on selling price—33 1/3 on cost just equals 25 per cent. on selling price—and so on.

How Big Loss May Take Place

In the case cited above, the dealer only made $4.96 on the sale, while if his average cost of doing business was 17 per cent., or $7.58 on the $44.60 sale, he would naturally be losing $2.62 on the sale. This dealer cannot get it clear how he can be losing money when he sells goods and makes a profit of $4.96 on the sale, but if he were to sell all his goods on the same basis, his bank account at the end of the year would be all too eloquent proof of the fact.

For example, a profit of $4.96 is made on a sale of $44.60. At the same rate on a business of $15,000 per year, he would make a profit of about $1,668. Now, if his cost of doing business is 17 per cent. (on sales, it is figured) or a total of $2,550 for the year, he will be doing a nice losing business of $882 per year.

Many Dealers Figuring Wrongly

If this dealer has been figuring the selling price of his goods on the basis that his letter indicates, he needs to make a thorough examination into this question of figuring profits.

In regard to our correspondent's (homely) illustration in which he quotes the increase in his family, we would certainly agree that the increase is more than 50 per cent.—a full 100 per cent. as he will well appreciate when he figures out what it is costing him for food and clothes for them, but in figuring profits, it is necessary to proportion same to a similar basis as cost of doing business is figured on, in order to make certain that a real profit is being made. To figure expenses on one basis and profits on another, means to court disaster.

PLANS YEAR'S MERCHANDISING *in* ADVANCE

Planning his merchandising scheme ahead proves advantageous to dealer who nets 50 per cent. profit on a capital of $12,000, turning his stock six times during year.—Forms showing just how the year is planned in advance.

A FURNITURE business of $75,000 a year on an average stock investment of $12,000, at a net profit of better than 50 per cent. on the capital invested, is about as rare as a gold nugget in a rubbish pile.

Yet a Michigan furniture store did exactly that in 1917. When the owner went into business five years ago he possessed $1,500 in cash and a merchandising plan which was destined to be worth thousands of dollars to him. He had worked out this plan while a store manager.

To-day he owns a fine three-storey brick store building and a stock averaging about $12,000 which he will turn better than five times this year, figured on the cost of the goods sold. His profit last year was over $6,000.

This record certainly bears out the owner's faith in the practicability and effectiveness of his merchandising plan. It is based on the records of the past year and is simply a program of buying, selling and expending which the proprietor aims to follow during the current year. It is not a difficult proposition, and any merchant can make one for himself by following the same principles.

Tabulates Expenses

In working out his plan for 1918 the merchant's first step was to make a budget of his estimated expenses. This simply means that he took the various items of expense in running his store and tabulated them, allowing for each the amount he expected to spend for that item during the coming year. Of course these figures are merely estimates, as he cannot know exactly what his expenses will be. Some of the items were left the same as for the past year, others were reduced, and still others were increased.

This furniture man constantly experiments with his expenditures in an effort to lower the percentage of expense to sales. This doesn't necessarily mean spending less, however. For example, in 1917 he increased his advertising appropriation several hundred dollars. This increase in advertising expenditure brought enough additional sales to take care of the added expense, and actually lowered the percentage of expenses by nearly one per cent.

Reference to Table No. 1 shows that during 1918 he plans to spend $700 more for advertising than he did in 1917. He has also increased the amount for salaries nearly $1,400. This will take care of any additional help needed to handle the increase which he plans in his sales.

In the field of bad debts he has made a radical cut. He explains this by saying that in the past he has been lax in the matter of collections and that he is going to tighten up this department. He also estimates that he can lower his percentage of overland to an even 21 per cent. of sales.

The expense budget properly estimated, the proprietor next calculated the amount of sales necessary to justify such an expenditure. He did this by dividing the estimated expenses for the coming year by the proposed percentage of expenses.

To make this clear, his estimated expenses for 1918 were $18,396; and he wanted to reduce his overhead to 21 per cent. of his sales. So, dividing $18,396 by .21, he found that to do this it would be necessary to sell $87,600 worth of goods. This figure, of course, is simply a minimum. He will sell more if possible.

Estimates for Sales, 1918

The estimated sales were next prorated through the twelve months of the year, on the basis of the past year's variations in sales. For example, January, 1917, produced 7.5 per cent. of the store's sales for that year. Consequently, as shown in Table No. 2, he allotted to January 7.5 per cent. of the estimated sales for 1918. This sales plan is the second step in the owner's merchandising plan. It gives him a standard for comparing monthly sales during the current year, and a chance to increase the advertising and get the clerks up on their toes if the sales lag.

Keeps Stock Low

The third part of his system has to do with purchases. These are based upon the estimated sales for

Table No. 1: Estimates for 1918

	Per Cent.	Last Year	1918 Estimate
Salaries	8.	$6,145.58	$7,500.00
Advertising	2.9	2,227.77	3,000.00
Commissions (P.M.'s)	.5	384.09	400.00
Repairs	.31	238.14	250.00
Delivery	.9	691.38	675.00
Supplies	.3	230.46	250.00
Rent	4.1	3,149.61	3,150.00
Heat and light	.61	468.60	466.00
Insurance and taxes	1.1	845.02	845.00
General expense	.9	691.41	690.00
Depreciation	1.2	921.84	920.00
Bad debts	.8	536.40	250.00
	21.62	$16,530.30	$18,396.00

Table No. 2: Merchandising Plan (From Jan. 1, 1918 to Dec. 31, 1918)

Inventory beginning of the year	$14,000.00
Stock reduced to end of year	12,000.00
Decrease	2,000.00
Estimated cost of sales	60,444.00
Possible to buy this year	58,444.00

Month	Sales Last Year	Per Cent.	Sales Estimate	Purchase Estimate	Actual Sales	Actual Purchas'
January	$5,776.38	7.5	6,570.00	$4,500.00	.....	.....
February	3,709.12	4.8	4,204.80	6,000.00	.....	.....
March	5,119.24	6.6	5,781.60	7,500.00	.....	.....
April	6,913.77	8.9	7,796.40	6,000.00	.....	.....
May	7,981.96	10.3	9,022.80	4,500.00	.....	.....
June	8,271.05	10.7	9,373.20	2,500.00	.....	.....
July	5,098.21	6.6	5,781.60	2,000.00	.....	.....
August	4,178.36	5.4	4,730.40	4,000.00	.....	.....
September	5,271.73	6.8	5,956.80	6,000.00	.....	.....
October	7,179.15	9.3	8,146.80	7,500.00	.....	.....
November	8,213.37	10.6	9,285.60	4,500.00	.....	.....
December	9,107.42	12.5	10,950.00	3,500.00	.....	.....
Totals	$76,819.76		$87,600.00	$58,500.00	.....	.....

the coming year. The plan starts with the inventory on January 1. The first thing the owner does is to decide whether or not that inventory is too large for the amount of sales expected. The ideal, of course, would be to buy as he sells, but it is necessary to carry a certain amount of stock. This, however, he plans to keep as small as possible in order to get the greatest number of turnovers.

This dealer's inventory at the beginning of 1918 showed $14,000 stock on hand. He wanted to make five turnovers during 1918, and he estimated that his sales for the year at cost of the goods would be $60,444. This meant that he must carry an average stock of about $12,000. From these figures he knew that he should buy during the year $60,444, worth of furniture, less $2,000, the amount he wants to reduce his stock, or a total of $58,444.

His Buying Schedule

Having determined the total amount of his purchases, he next prorated them for each month on a basis of the expected variation in sales. Of course, the orders for goods are placed so that delivery will be made in time for the heavy selling months. How the owner does this is shown in column No. 3 of Table No. 2. These amounts tabulated by months make a schedule which guides him in placing his purchase orders.

With his merchandising plan finally constructed, the owner has a fixed yet flexible plan for the coming year. It enables him to keep tab on his business to see if he is ahead or behind his estimate.

Of course his business never runs exactly as he has planned. No plan and no system will eliminate the chances for losses and mistakes nor overcome unexpected market conditions or unseasonable weather. But it does give the manager facts upon which to base a logical judgment of how to handle a given situation, rather than dealing with it by guess.—Twin City Commercial Bulletin.

NEW CATALOGUE FROM J. E. BEAUCHAMP & CO.

Catalogue A, issued to their clients by J. E. Beauchamp & Co., of Montreal, indicates the extensiveness of the lines handled by this firm. They sell many specialties handled by the furniture trade, some of those included being fibre chair seats, lawn swings, lawn chairs, bake boards, ironing tables, garden seats, floor lamps, table lamp stands, sporting goods and toys and games of various descriptions, wooden doll carriages, papier mache animals, sleighs, etc. Furniture dealers would do well to procure a copy of this illustrated catalogue and price list.

NEW IRISH CATALOGUE ISSUED

G. L. Irish of 499 Queen St. W., Toronto, manufacturer and importer of pictures, frames, mouldings, mirrors, statuary and associated lines has just issued a new catalogue and price list of those goods. Mr. Irish has been in the wholesale and manufacturing business in both Canada and the United States in the lines illustrated in his catalogue for a quarter of a century. Any dealer who has not already received this catalogue should write for a copy. Ask for catalogue No. 39.

IMAGINATION AND ENTHUSIASM

The two greatest factors in business success are enthusiasm and imagination. If a man believes in his business, if he has confidence in his goods, if he feels that he is selling the right things at the right time, then he can enthuse over his work and make it successful.

Without enthusiasm behind it, any proposition appears weak and uninteresting. A man who tells his story in a half-hearted way never has a big audience. If a merchant thinks there is something wrong with the merchandise he is selling he lacks the proper spirit to sell it.

Imagination is just as important as enthusiasm. The man who has the ability to think of the other man's side of an argument as well as his own, generally has the power to make his side the most convincing.

The man who has a single track mind, with his thoughts running in a groove, never becomes big. He sees everything in his own terms. Everyone to his mind is wrong because they don't agree with him.

Imagination frequently turns failure into success. Imagination furnishes one with the power to shift his point of view, if such a shift be advantageous.

If you can't conceive a thing, if you can't imagine it in your mind, you will never be able to believe it.

Don't be afraid to use your imagination. Don't be afraid to enthuse. The greatest things in the world were imagined in the mind before they were made in material. And it was enthusiasm that changed them from their state of imagination to their state of being. —Decorative Furnisher.

He who is pushing Canadian-made goods is helping to pull the country through its business difficulties.



No. 4014—Roll seat arm rocker in oak, manufactured by the North American Bent Chair Co. Ltd., of Owen Sound.

KNOBS *of* NEWS

The J. Hoodless Furniture Co. Ltd., of Hamilton, have sold out.

A. V. Fiola & Co. Ltd., furniture dealers of Montreal, have registered recently.

The capital stock of the Canadian Buffalo Sled Company Limited, of Preston, Ont., has been increased from $40,000 to $100,000. Their charter has been extended to include the manufacture and sale of baby carriages.

The Phonograph Shop Limited, of Winnipeg, has been incorporated with a capital stock of $30,000.

Chopin Phonographers Limited, of Winnipeg, has been incorporated with a capital stock of $50,000, to take over the businesses carried on by Irving Robinson as the Chopin Piano and Talking Machine Company, and the Vista Phonograph Corporation of Canada.

Fire, believed to have started from spontaneous combustion, did $7,000 damage to the factory of the Empire Mattress Company, Richmond and Portland Sts., Toronto. The blaze broke out in the back of the second floor of the building amongst a pile of excelsior.

CHAS. A. MOORE IN CONTROL OF STRATFORD MFG. CO. LTD.

Chas. A. Moore who has been manager of the Stratford Manufacturing Company Ltd., of Stratford, for a number of years, has purchased all the interests which were held by the estate of the late Allen P. Boyer, founder of the business, and now entirely controls the company, of which he becomes president.

A policy of concentrating on the lines that move freely and eliminating the slow sellers, will be adopted with the idea of being able to carry a stock of made-up goods so that prompt shipment of all orders may be made.

GOLD MEDAL EXHIBIT IN TORONTO

The Gold Medal Furniture Mfg. Co. Ltd., of Toronto, are making up a full line of upholstered goods and will exhibit them on one of the floors of their main factory on Van Horne St., during the month of July. They intend to show their line of parlor suites, chesterfields, easy chairs, davenports, divanettes and music cabinets. They will be ready to receive dealers for inspection of goods the first week in the month.

CARRIAGE FACTORIES LTD., ACQUIRE CANADIAN RIGHTS FOR BABCOCK COMMERCIAL BODIES

One of the recent developments in the matter of auto bodies for delivery cars is the acquisition of the Canadian manufacturing rights for Babcock Commercial Bodies by Carriage Factories Ltd. These bodies were heretofore made only in the United States.

The construction of the Babcock Body is patented on account of its steel construction and has a reputation for lightness, strength, durability and economy. These bodies are made on the unit plan and all styles (open express, canopy top, screen side and full panel body) are interchangeable with very little labor and no expert mechanical assistance. They can be shipped in "knock down" form, saving freight charges and minimizing risk of damage.

Carriage Factories Ltd., whose head offices are in Toronto, will manufacture these bodies at their Alexandria works.

SUPPLEMENT TO KNECHTEL CATALOGUE

An attractive supplement to Catalogue No. 49 of the Knechtel Furniture Company Ltd., of Hanover, Ont., has just been issued. It shows some strong additions to their line in bedroom and diningroom furniture, as well as some new pieces in library tables and record cabinets. It is well printed on good quality colored stock and well-illustrated throughout.

What do you think of that June ad. which read, "We stand behind every bed we sell."



No. 340—Bedroom suite (Adam pattern), manufactured by the Knechtel Furniture Co. Ltd., of Hanover, Ont.

MAGAZINE SECTION

CARRYING CAPACITY

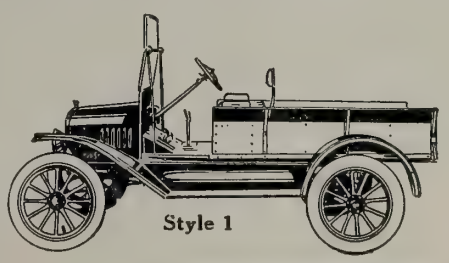


Just What The Furniture Dealer Needs in his Motor Delivery Body. There's Plenty of Space and Load Capacity in the

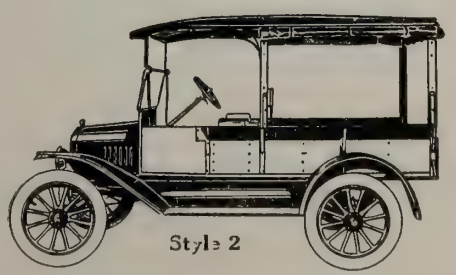
Babcock Commercial Bodies

WHAT load will it carry? This question is asked by every enquirer after Commercial Bodies. The carrying capacity depends on the body. The heavy body means a smaller load; the light body means greater capacity for goods. The less total weight of the body, the greater the weight that can be used in the load. The Babcock Commercial Body is one-third lighter than the ordinary Commercial Body; therefore, by equipping your motor with a Babcock Body, you can add that much more weight to the load that safety and speed will allow.

MADE IN CANADA



Style 1



Style 2

Exactly Suited to the Delivery of All Kinds of Merchandise

Our style No. 1, the Open Express, and our style No. 2, with a canopy top, represent the popular styles for delivery motors. The Canopy top is quickly put on and has side curtains to use in inclement weather. The bodies are rigid and strong, with foundation of steel. The patented method of mounting prevents racking and weaving and makes the Babcock the most durable and economical body on the market. Babcock Bodies are made in all styles and all interchangeable.

Write for illustrated folder and prices.

AGENTS WANTED—Write for Terms.

CARRIAGE FACTORIES, LIMITED

Head Office: Excelsior Life Bldg. TORONTO. **Sales Offices: Montreal, Toronto, Winnipeg**

This advertisement will appear in all Commercial Press papers.

Talking Machines in the Furniture Store

THE "BUY A RECORD" CAMPAIGN

IN our last issue we exhorted dealers who handle talking machines and records to assist the Red Cross Society in the appeal which they have issued for the donation of more records by the public for use in the military hospitals.

We suggested that dealers might inaugurate a "Buy a Record" campaign in this connection. The appeal could be put before customers by window, advertisement and show card, an offer being made to forward any records for customers to the Red Cross Society or a military hospital.

If you have not already launched such a campaign, now is the time to give consideration to the matter.

PUSH TALKING MACHINES FOR CAMP AND SUMMER HOME

It is high-tide time now for the sale of talking machines for camp and summer home. The present is the psychological moment, for making a big drive for sales. Every cottager and every vacationist realizes that the summer outing is incomplete without music and it is the phonograph that can best and most conveniently provide it in variety for dancing and other entertainment.

As pointed out by an exchange, even though there is a war waging, the talking machine is indispensable. It is truly an essential to the joy and comfort of those who need consolation, owing to the absence of loved ones, or affording joy and pleasure to those who feel that victory is in the air—that our boys will soon come marching home triumphant.

Where summer cottages are already supplied with talking machines there certainly is a big opportunity for selling records. No matter how you view it there is business to be had, but it must be gone after intelligently and persistently. These are days when it doesn't pay a business man to rest on his laurels; he must be up and doing, bringing his products continually before a new constituency.

In this respect advertising is one of the necessary concomitants to success. The form of this publicity and how it is placed must depend upon the individual dealer, but there is no getting away from the fact that advertising is an insurance against failure. It is true that some succeed without advertising, but it cannot be denied that their successes would have been much larger and more pronounced had they advertised.

THINGS WHICH ATTRACT WOMEN AND APPEAL TO MEN

Cleanliness of—
- Your walk
- Your windows
- Your floors
- Your shelves and show cases
- Hands and linen of employees

Neatness of—
- Goods in your windows
- Goods on your shelves
- Arrangement of fixtures
- Personal appearance of your employees
- Price cards, signs and arrangement of goods

Courtesy—
- Of your employees
- Over the 'phone
- In speaking to and waiting on customers
- To children (who are customers in the making)
- To servants sent to your store by your customers

Quick Service—
- When customers buy for cash
- When goods are charged
- In answering the 'phone
- In filling orders

Accuracy—
- In describing goods and statements made
- In measuring and counting sizes and quantities
- In keeping accounts of customers
- In making change
- In making charges

These attractions and appeals require small effort and outlay; yet they assure such direct and quick returns! And most of that effort is headwork and vigilance. You never had a better chance to make money. You couldn't ask for a more favorable opportunity for your every effort to count in immediate and direct sales.



Some side shots on phonograph shopping, by Ray Sherman.

A BIG OPPORTUNITY IN PERIOD STYLES

Placing of talking machines in period styles on the market has opened up a big field for the live merchant—The dealer in furniture is particularly well situated to push sales of such machines—Should make most of it.

WITHIN the last year or so the trade has witnessed the placing on the market of talking machines and phonographs in period styles, machines encased in cabinets wonderful for their elaborateness and faithfulness of detail, and listed at prices ranging into thousands of dollars. It is the logical development of the industry. The companies have, in the past, quite properly devoted themselves to improvements in the mechanical and musical features of their product and for the nonce were contented with standard types of cabinets familiar to thousands, or rather millions, of homes all over the world.

When it came time for the introduction of period styles, however, the matter was gone into with a thoroughness that is characteristic of the trade. There has been nothing haphazard about it. The development has been along definite lines, and although certain of the styles introduced are open to criticism, from a purely decorative standpoint, for the most part they conform with great faithfulness to the period represented and offer some wonderful sales opportunities to the talking machine retailers.

There is an element even among our democratic Americans that demands exclusiveness in the things they buy and are perfectly able to pay generously for it. In other words, the demand is for the product and not the price. This element has naturally been compelled to recognize the musical standing of the talking machine as has every other class in America, but with that recognition has come the knowledge that to purchase a talking machine they must accept a cabinet the counterpart of which is to be found in thousands of other homes. Moreover, from the dealers' viewpoint there is a maximum amount that could legitimately be asked for a machine and that was limited to a few hundred dollars.

The introduction of the period styles has changed all this. It gives to the lover of the exclusive the particular style of machine cabinet that will harmonize most perfectly with the other furnishings of a particular room, or meet the customer's individual ideas and tastes in the matter of period furniture. For the dealer's part, it increases his sales possibilities from hundreds of dollars into thousands, and enables him to approach high-class trade with a new argument.

Opportunities for Retailer or Salesman

The question now is, does the average retailer, or salesman, appreciate fully the opportunities that lie be-

THE LATEST RECORD CABINET

Every Record at Your Finger Tips

Each cabinet is equipped with alphabetical index book for listing the records, and with numbered guide cards for placing between the records, so that the desired record can be secured from among a hundred or more without disturbing or handling any others.



Patented July 10th, 1917

Made in a variety of styles, in birch, quartered oak, and mahogany. Five-drawer cabinets such as illustrated have capacity for 100 records either 10 or 12 inch. Ten-drawer cabinets have capacity for 200 records.

Every owner of a gramophone should have one of these cabinets.

Write us for cuts and prices.

THE ORILLIA FURNITURE CO., LIMITED

ORILLIA, ONTARIO

fore him in the exploitation of the period styles? There are perhaps some whose stores are located in sections were period furniture is an unknown factor, and where price is the main consideration. To some of these perhaps this new opportunity is not open. The great majority of talking machine dealers, however, have somewhere in their territory prospects to whom these elaborate models should appeal.

In the past the chief requisites of a good talking machine salesman was a knowledge of the mechanical features of his instrument, and also a knowledge of the record catalogues. If he could emphasize the superior mechanical qualities of the product he was selling, and talk more or less intelligently on music, and at the time select suitable records from his stock with promptness and dispatch, he was considered a good man. He needn't worry about the cabinet. The customer could see that. Now something else is demanded if the salesman is to make the most of his opportunity, and that is a thorough understanding of the period design and what it means.

The Subject Is an Interesting One

The salesman who takes up seriously the study of period furniture design and its application to present-day products will find that he has launched into a most interesting subject, and the writer speaks from experience when he says that there is hardly a study that is more rich in infinite variety or that is closer linked with the important events of the world's history than the decorative arts. The student of decoration is really a student of history, and will find that all the great political changes of history, the upheaval of empires, the overthrow of old rulers and the installation of new ones, are all faithfully marked by the changes in decorative forms. This can be no better illustrated than in the case of the French styles. The early French styles, for instance, followed closely along the lines of the Gothic, and this in itself reflected the close alliance of Church and State at that time. With Church and State practically one at that time, it was but natural that decorative arts followed those found in Church architecture, and even to this day the Gothic is the Church architecture.

With the coming of Catharine de Medici to France as the wife of Henry II, she brought with her followers from Italy a love for Italian art and mannerisms, and this influence of the queen is quite evident in the furniture and architectural designs of the period, just prior to 1589, known as the Renaissance. As the rulers of France came and went, with their particular ideas and fancies, so changed the decorative styles with equal regularity.

The Noblest Period of French Decorative Art

Leading up to the reign of Louis XIV we find the first of the styles that may be considered as the modern, or at least one of the styles most familiar to present-day people, and the Louis XIV period is accepted without question as the noblest period of French decorative art. The chief decorative developments of the period were from 1660 to 1683 and were carried out largely under the direction of Le Brun, a court favorite who followed closely the king's ideas in such matters. The period was marked by a large introduction of curves and a further departure from the classic Greek. It likewise got away finally from the Church influence, and the vast amount of ornamentations found in the designs of the period reflects the wealth and prosperity that prevailed in France at that particular time.

With the death of Louis XIV and the ascension of Louis XV, passing over the brief period of the regency, we find the Court of France given over to extravagances and excesses, with the king surrounded by Madame Pompadour, Madame DuBarry and the other notorious women of the court. This tendency, too, is reflected in the arts. Louis XV is the period of the Rococo, Rococo being practically elaboration without regularity, and developing in its later days so that it represented more or less of a riot in ornamentation, with no two curves balancing.

The Tendency Toward Simplicity

A reaction came with the accession of Louis XVI. The rulers of France became duly cognizant of the fact that their extravagances and excesses had driven the public to the verge of revolution, and from the point of extravagance endeavored to revert to extreme simplicity in one move. The intention was good, but the results were more or less ludicrous.

This tendency towards simplicity was more thoroughly set forth in decorative arts than in the accomplishments of the court and the ladies thereof. The Louis XVI style, therefore, will be found full of floral effects, beautifully and elaborately designed, but delightfully simple as to motif. The effect of the floral designs was added to by the liberal use of ribbons and bow knots, and throughout the period there is even a desire to reflect nature as far as possible, and forsake the artificial. The coming of the Reign of Terror and the guillotining of Louis XVI marked the end of the period.

Then came the Directoire with another reaction. The practical abandonment of religion and the substitution of woman as a figure to be worshipped. The French figure of Liberty—the woman with body draped in white and flowing hair covered with a Liberty cap—typifies the brief period of the Directoire, and a glance at the reproduction of the Directoire style will show that the female figure in one form or another acts as the basis of the motif. Incidentally the Directoire period brought a partial readoption of the classic style, with its palm leaves, its medallions, its frieze and its garlands. The classic was further developed during the period of the Empire. 1804-1814 ended what is now known and accepted as the style of the Empire Period, distinctly Roman and Grecian in its tendencies, emblematic of the great empires of centuries before.

The English Styles an Interesting Study

The English styles will be found equally interesting in their study, although they reflect the more or less peaceful conditions that prevailed in Great Britain. The British periods are particularly notable for the attention paid to furniture design, and perhaps there is nothing that fits better into the American home to-day than reproductions of the works of Hepplewhite, the Adam brothers, Sheraton or Chippendale. As a matter of fact, the furniture art of the Georgian Period is the basis of what is known as our Colonial style.

Why the Salesman Should be Well-Informed

To sell successfully talking machines in period design the salesman need not necessarily know the history of the nations represented in the styles, but he must know the period styles he is selling, their relation to

other styles, and how they will fit into rooms furnished in a certain particular period. After exhausting his musical and mechanical arguments and seeking to make a maximum sale, he must be able to speak with some authority on the decorative treatment of the cabinet he is offering. He must be able to point out its faithfulness to the design of the period, and know what he is talking about. He will find that in getting an education in period furniture he will unconsciously absorb a liberal education in European history.

The libraries of the country are rich in works of decorative art. There are magazines published devoted exclusively to that line. The opportunities for study are there. It rests with the salesman whether he will take those opportunities and fit himself to take full advantage of the field offered him by the period cabinets.—Talking Machine World.

AN INTERESTING SNAPSHOT

Herewith we present an interesting snapshot of Sergt. B. A. Trestrail, of the U. S. Army Medical Corps, who was with R. S. Williams & Sons Co., of Toronto, previous to enlistment. Sergt. Trestrail who



is a brother of F. A. Trestrail of the Musical Merchandise Sales Company of Toronto, is now in England. The picture shows him at the home of John F. Murray, general manager of the Wyeth Chemical Co., of New York City.

"THOMAS PHONOPARTS"

This is the title of an excellent catalogue just issued by the Thomas Mfg. Company, of Dayton, Ohio, illustrating and describing the trio of Thomas Phonoparts —Dayton motors, Dayton tone arms, and Dayton reproducers. In addition to very complete conventional illustrations and specifications, a part of the book has been devoted to phonograph instruments for the information of dealers and others handling the completed machine. In a brief but complete form, is given useful information regarding the more important things that dealers should know, not only about the mechanical equipment of the average talking machine, but the finished phonograph.

It contains an interesting history of the origin and development of the phonograph, chapters on motor essentials, care of motors, hints on building business and on various other matters of both interest and value to every dealer. In brief, they have incorporated in the catalogue, a fund of general information that answers in a clear manner a big range of questions which arise practically daily in the conduct of a talking machine business.

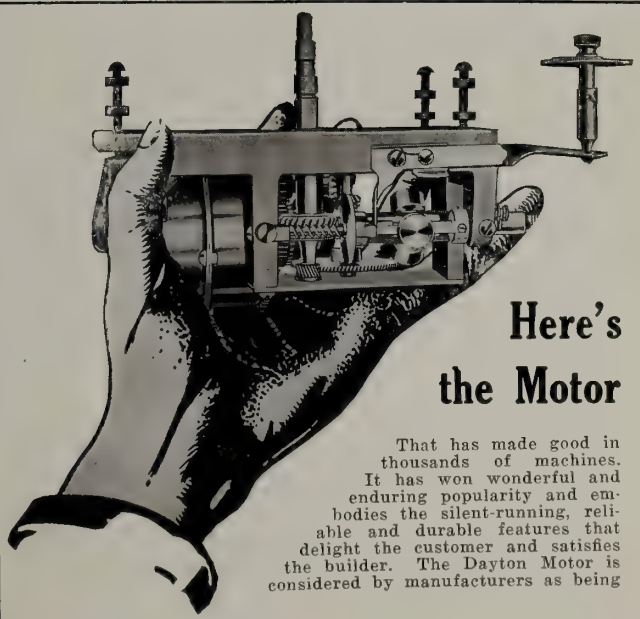
The catalogue (No. 4) contains 64 pages and is worthy of the careful perusal of every dealer in phonographs. The Toronto office of the Thomas Mfg. Co., is located at 911 Kent Building.

NEW ADVERTISING MAN FOR PATHE COMPANY

Mr. George L. Andre, a well-known advertising man, who for several years was in charge of publicity for Mason & Risch of Toronto, has joined the Pathe Freres Phonograph Company of Canada, as advertising manager.

O. C. Dorian, general manager of the Pathe Phonograph Co. of Canada, has been on an extended trip to the Canadian West.

Mr. Ralph Cabanas, former manager of the Columbia Graphophone Co.'s business in Canada, has returned to Mexico to look after his interests there. After leaving the Columbia Company a few months ago, he made a trip to Mexico City and found conditions there so good that he decided to take up his permanent residence there at once.



Here's the Motor

That has made good in thousands of machines. It has won wonderful and enduring popularity and embodies the silent-running, reliable and durable features that delight the customer and satisfies the builder. The Dayton Motor is considered by manufacturers as being

"The Best Motor in the World"

Build satisfaction into your products by using our Quality line. **Dayton Motors, Dayton Tone Arms, Dayton Reproducers.** All styles and sizes. They will bring you more business and satisfy your customers. Write for full particulars.

THE THOMAS MFG. CO.

328 Bolt Street DAYTON, OHIO

Toronto Office: 911 Kent Bldg.

HOW PHONOGRAPH TRADE WAS BUILT UP

Home Outfitting Company of Hamilton, Ont., have built up a substantial talking machine trade—Used live dancers to give demonstrations in window in order to impress this department upon the public—Other pointers of value.

ONE Canadian furniture firm that has done well in the sale of talking machines and records is the Home Outfitting Co., King St. E., Hamilton, Ont. The importance of this department in their store is indicated by the fact that they have given over space at one side of the main floor of their store for five demonstration booths, each of which are about eight feet square.

Booths Help in Sales

These booths are neatly arranged so as to really add to the appearance of the store, while the interiors are also artistically set, the floors being covered with rugs and pictures of artists whose records they sell adorning the walls. These booths allow the salesperson to talk to the prospective customer under ideal conditions, without interference from other people or outside attractions that are liable to take the customer's attention away from the matter in hand. Records can also be heard to better advantage.

One of the big display windows in the store is devoted largely to the display of talking machines, except when there is a sale of some other line on that requires special featuring.

Experts Danced in Window to Phonograph Music

A novel stunt was used by this firm when the department was first started in order to impress on the people of the Ambitious City that phonographs and



Miss Alice M. Pinkham and Vernon W. Bennett, of Castle House, New York, interpreting new and standard dances played on a Phonograph in the Home Outfitting Co.'s window, Hamilton.

records were being handled, and not as a mere sideline, but as an important department. Two dancers from New York, a young man and a young woman who had given similar demonstrations in some U. S. cities, were engaged to give exhibitions of the latest dances in one of the windows of the store, the music being supplied by a Pathephone, the make of machine handled by the store. The demonstrations were given on two days—a Friday and a Saturday.

A large ad. in the Hamilton dailies announced the event, and the window, which is a particularly large one, was specially fixed for the occasion. Four of the best machines were used, one in each corner, pictures of artists were festooned about and used in the background, vases of flowers added some color, and two red roosters (the Pathe trade mark) were placed on pedestals in the doorway. The artists danced during Friday and Saturday afternoons and Saturday evening, and every person who saw the dancers, and those also who read the ads. naturally were impressed with the fact that this firm was in the talking machine business. Immediate sales were also worth while.

Special Store for Phonographs Last Xmas

Previous to Christmas last year, this firm opened up a branch store on James Street (in another section of the city) for the exclusive featuring of talking machines and records, in an endeavor to cash in on the Xmas gift trade and also to further advertise the firm as a handler of machines. Many machines and records were sold during the time the store was open and the plan was also successful in opening up a wider interest in this variety of music. The fact was impressed on customers that the premises were only temporary and that the permanent headquarters were on King St.

Hints on Demonstrations

A young lady is in charge of the talking machine department and devotes her entire time to this line. Miss Florence Johnson, the lady in question, has naturally made quite a study of the methods that are most effective in making sales of machines and she gave an editor of THE CANADIAN FURNITURE WORLD, who recently visited the store, some hints in this regard. She points out that when a prospective customer comes in to hear a machine it is most important that the salesperson be able to size him or her up quickly with a view to deciding what kind of music is most likely to appeal. Much depends on the initial impression made on the customer and selecting the record that is most likely to appeal is most important.

Starting With Right Record

Miss Johnson generally starts off with a band selection, which variety seems to appeal pretty well to the average customer. She endeavors to ascertain then, the variety of music which interests the prospect most and to follow with a selection of that kind. Popular music is a pretty safe second record, especially with young or middle-aged people.

The store has no outside salesmen and so there is no direct following up of people who visit the store to hear machines. However, the names of real live prospects are taken and they are followed up by phone or letter.

There is a special booth for records, selections being arranged according to number.

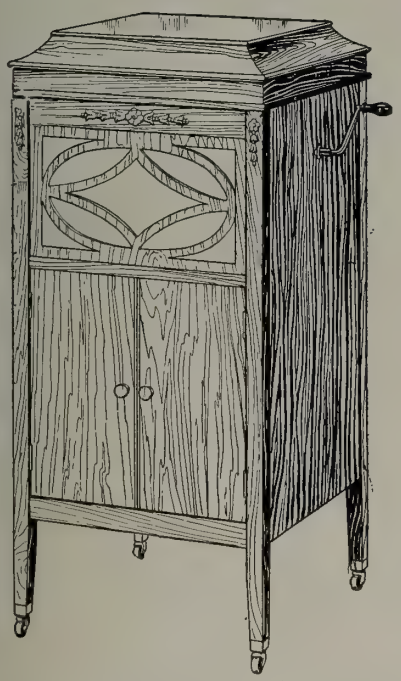


THE NEW PERIOD DESIGN

PATHEPHONES

Pathephone No. 160, Georgian. **Pathephone No. 125, Adam Bros.**

Two splendidly built machines of rare beauty, worthy to take their place alongside of the other beautiful Pathe period designs, which we have already brought out. Do not fail to stock these machines—they will give your store an added reputation and open up a profitable field for more sales.



No. 125. Adam Bros. **$137.50**

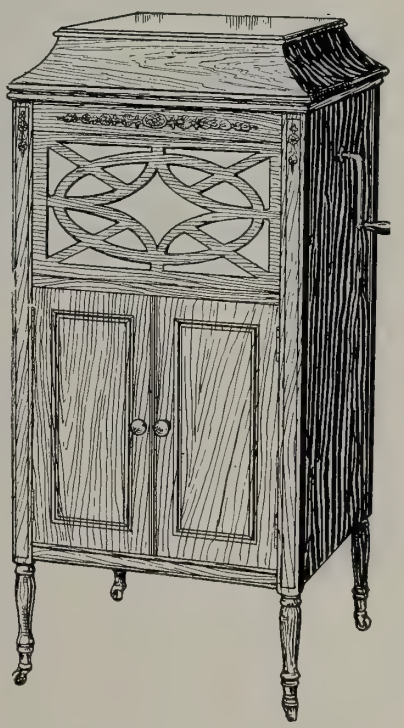
Pathephone No. 160 is the Georgian style, and presents a very graceful and striking appearance.

Pathephone No. 125 is after Adam Bros., and its plain, yet elegant, comely lines, will prove a delight to the discriminating lover of fine furniture.

Both of these instruments come in genuine hand rubbed mahogany, selected quartered oak and figured American walnut.

We are now ready to make shipments.

Get your order in early.



No. 160, Georgian Style. **$176.00**

Pathé Frères Phonograph Co. of Canada, Limited

Factories and Head Office:

4-6-8 Clifford Street, TORONTO, Canada

DISTRIBUTORS:

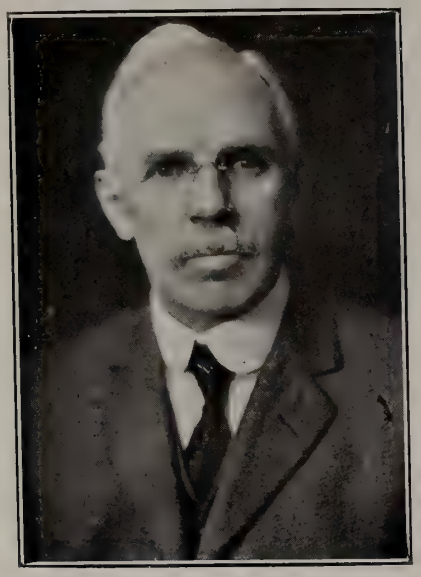
Ontario—Pathe Freres Phonograph Co. of Canada, Ltd., Toronto.
Quebec—
Pathe Freres Phonograph Co. of Canada, Ltd., Birks Bldg., Montreal.
C. W. Lindsay, Ltd., Montreal.
Manitoba, Saskatchewan, Alberta and British Columbia—
R. J. Whitla & Co., Limited, Winnipeg, Man.
New Brunswick, Nova Scotia and Prince Edward Island—
H. L. Hewson & Son, Limited, Amherst, N.S.

AGENTS WANTED EVERYWHERE

DEATH OF CAPTAIN OF CANADIAN FURNITURE INDUSTRY

Mr. George McLagan, one of the outstanding personalities in the furniture manufacturing industry in Canada, died suddenly while at work in his office at The George McLagan Furniture Company's factory at Stratford, on July 5. He arrived at the plant as was his usual custom, at 9 o'clock and went to the draughting room. Half an hour later he dropped dead.

Mr. McLagan's death is a distinct loss to Stratford commercially, educationally and morally, and all his fellow citizens mourn his death. His life was crammed full of useful effort. To the furniture industry of the Dominion he was an inspiration.



The Late MR. GEORGE McLAGAN

Mr. McLagan's connection with Stratford dates back 27 years. He was a cabinet maker in his younger days, and taking ill and being out of work for a time he conceived the idea of striking out for himself. He engaged in a small way with R. S. Porteous in furniture making. In 1900 the plant was burned, and having had his bonds guaranteed by the city, Mr. McLagan built the first section of what is now one of the largest furniture plants in Western Ontario. His progress has been very marked.

Besides founding The George McLagan Furniture Co. Ltd., Mr. McLagan also established the Stratford Chair Co., and the Meaford Mfg. Co. In addition he has encouraged and helped most of the industries in Stratford. From two employees 27 years ago, the McLagan industries have grown to-day to one employing 700 hands with a turnover of $1,000,000. Such a feat is not accomplished without tremendous work; it is truly a man's task, and such a man was Mr. McLagan.

He endeared himself to the people of Stratford with his work in connection with the Park Board, and he earned for himself the name of the father of Stratford's park system. Not only has he given his time, but large tracts of land have been deeded for park purposes. Mr. McLagan was past president and for many years a councilor of the Board of Trade, one of the founders of the Y.M.C.A., an active worker in the Temperance and Moral Reform Association, superintendent of the Baptist Sunday School, ex-member of the Public School Board. He was a Liberal in politics, but a strong believer in a Union Government at the present time.

His widow and two daughters survive, also a brother and sister in the Southern States.

GIVING SEASONABLE SETTINGS TO DISPLAYS

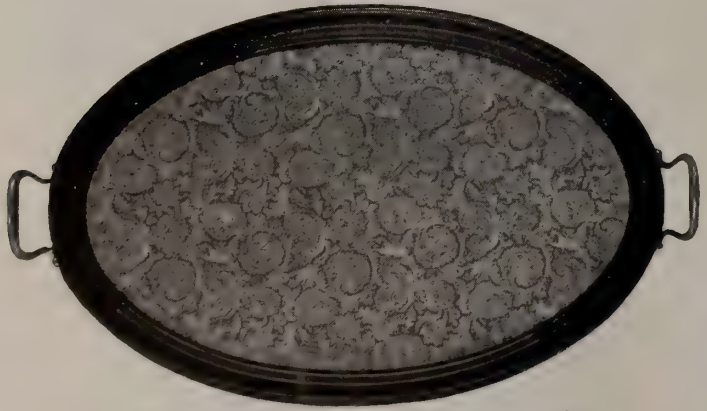
The T. Eaton Company of Toronto, believe in giving the proper seasonable setting to furniture displays. During the month of July almost the entire first floor of their furniture building was given over to strictly summer lines and a summer touch given by a winding path bordered by painted stones such as are used in garden path construction. A plentiful use of ferns and foliage also added to the setting. As a background for some displays, painted scenery was used to good effect. Along one side of the floor was a raised platform, representative of a verandah on which verandah furniture was extensively shown.

NEWS NOTES

At the annual meeting of the Manitoba R. M. A., J. A. Banfield of Winnipeg, was elected representative to the Dominion Board.

The Marshall Ventilated Mattress Company Ltd., of Toronto, has been incorporated with a capital stock of $50,000, to take over the Marshall Sanitary Mattress Co. Ltd.

There comes a report that Germany is preparing to bury the dead in pasteboard boxes or coffins and paper shrouds. This arrangement is for citizens, as no provision is made for the burial of the soldiers beyond the roll in the blanket.



No. 30—Mahogany finish oval tray, from the Phillips Manufacturing Co.'s Ltd., line.



No. 33—White enamel novelty serving tray. Made by the Phillips Manufacturing Co. Ltd., Toronto.



Model "C." Price $32.50



Model "Princess." Price $135



Model "B."
Price, Mahogany $50; Oak $45

For Those Going Camping

SUGGEST THEY TAKE ALONG A

Phonola

Disc Talking Machine

It will add to their enjoyment and give them utmost satisfaction.

The price makes a quick sale. Phonolas are made in Canada, there is no duty, no war tax. Phonola cabinets are constructed of the best materials and highly finished. The Phonola will play all disc records either zig zag or vertical cut.

Write for Agency Proposition.

The Pollock Mfg. Company

LIMITED

Makers of the

"PHONOLA"

KITCHENER - ONTARIO

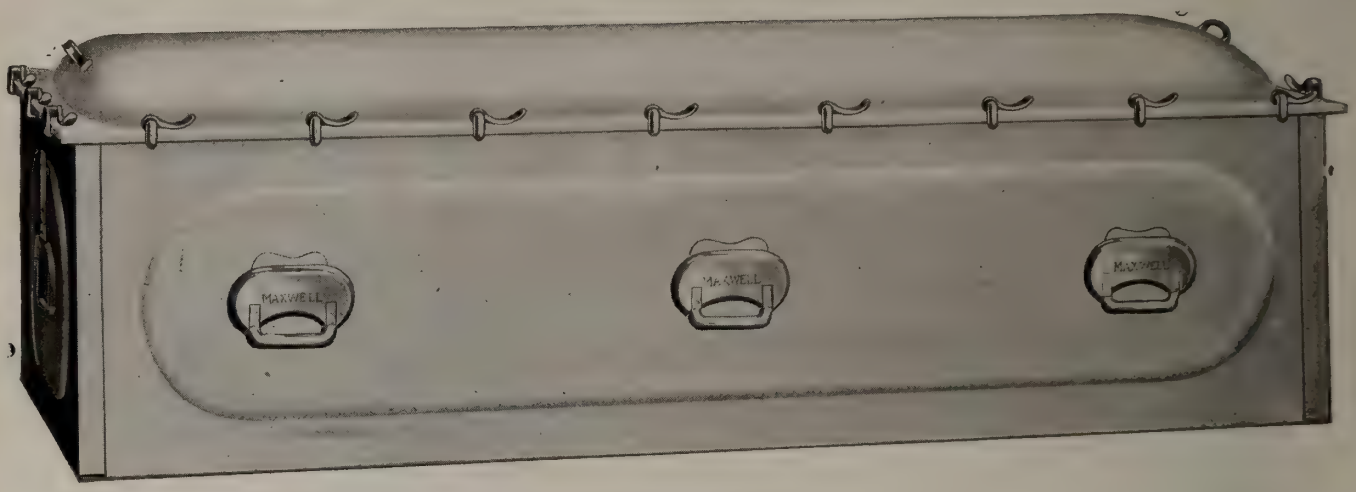
We Also Manufacture

Domestic Records

Made by such prominent artists as: Henry Burr, Charles Hart, Frank Croxton, Harry McClaskey, Miss Inez Barbour, Miss Marie Morrisey, Jos. Phillips, The Domestic Military Band, Van Eps Dance Orchestra, The Peerless Quartette, and The Sterling Trio.

85 cents to $1.75

Maxwell Sanitary Steel Vaults



Our Customers are Assured of Superlative Quality and Prompt Delivery.

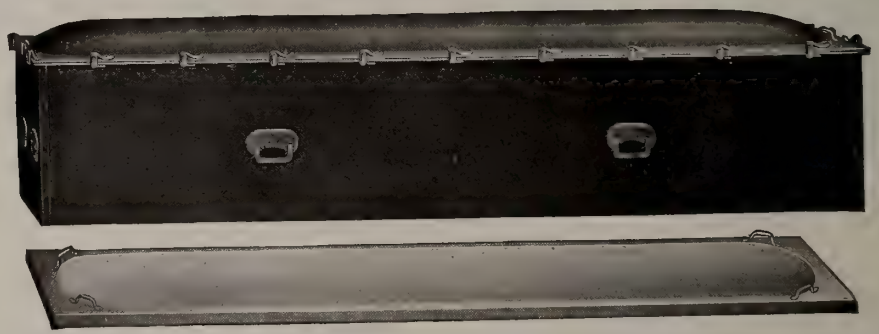
Maxwell Vaults are Abundantly Strong for All Burial Purposes, Yet Light and Easy to Handle.

Superiority Unquestioned Design and Construction Unequaled

Carried in Stock by All Leading Jobbers

Ask for Revised Price List

Maxwell Ambulance Transfer Case



For the Handling, Removal and Transportation of Bodies. An Indispensable Adjunct to the Modern and Progressive Undertaker.

Recent Changes in Design and Construction have Greatly Improved the Appearance and Practical Utility of this Case, and Reduced its Weight, Making it much more Convenient to Handle.

Removable Interior Tray Retains All Leakage and Discharge, and Greatly Facilitates the Handling of Bodies. Handles conveniently placed to enable two persons to remove without difficulty.

Inside Dimensions: 75 in. long, 20 in. wide, 15 in. deep.

Prices: With Tray $34.00; Without Tray $32.00; Tray Alone $6.00

Sold by the Leading Canadian Jobbers.

Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

Undertakers' Department

Problems affecting the Undertaking Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

MAPPING OUT *the* CONVENTION PROGRAM

Arrangements shaping up for school and business sessions—Prof. Renouard writes interesting letter—Picnic and games to be better than ever.—Good prize list. — Officers preparing reports. — Address by noted pathologist

THE working out of arrangements for the Canadian Embalmers' Association Convention are well under way, and there remain but a few final touches to be ready for the grand opening on Tuesday, September 3.

President McArthur is writing out and rehearsing his presidential address; Secretary Fred. Matthews expects to have a most favorable report to present; and Treasurer Coltart finds himself busy looking up his accounts between whiles attending to his rose garden.

In general the plan of last year will be pretty much adhered to, though a little more system will be injected into the working out of the business sessions.

Prof. Renouard, who will conduct this year's school, and lecture and demonstrate at the Convention, anticipates a decidedly successful gathering. In writing the editor of Canadian Furniture World and The Undertaker he speaks of the close relations now existing between the Canadian and American peoples. "I hope we will have a large meeting," he writes, "and that we will have placed the Kaiser underground before that time. We have many Canadian boys here in uniform and are just as proud of them as if they were our own. The wonderful showing they have and are making on the other side is a great credit to Canada and the U. S., for the St. Lawrence river does not divide America any more."

A departure from the usual routine this year will be the delivering of an address by Dr. Robinson, the noted pathologist, of Toronto General Hospital, who will address the convention on "Autopsies." This address alone should well be worth the cost in time and money to any funeral director in Ontario to come to Toronto.

The amusement function this year will be an afternoon's frolic at the Island on the second day of the Convention. A baseball game between funeral directors and travellers will open the proceedings. This will be followed by a series of races for all ages and sizes. The tall, thin chaps will be catered to as well as the short, fat fellow, and all degrees in between. A splendid assortment of prizes has been donated by the



OUR PRESIDENT



THE BEE THAT GETS THE HONEY
DOESN'T HANG AROUND THE HIVE

So make sure you attend the C. E. A. convention at Toronto, Sept. 3, 4 and 5.



OUR LECTURER AND DEMONSTRATOR

manufacturers, and the prize list is now being got into shape.

The banquet, which has been found to be such a splendid feature, will wind up the afternoon's sport. As usual it will be held at Hotel Manitou, and all that the law allows will be provided. Charlie Musgrave will again look after this year's program. He has some surprises in store, but will not tell much until the day of the event.

Secretary Fred. Matthews says there will be no speeches this year—all songs—so Charlie can have full sway.

So do not miss the 1918 convention of the C. E. A. Remember the dates, September 3, 4 and 5, Anatomical Building, Toronto University, during Exhibition time.

THIS YEAR'S EDUCATIONAL FEATURES

The Casket commenting on the forthcoming C. E. A. convention says: "The Canadian Embalmers' Association is to be congratulated in securing the services of



This is how Vice-President Morris came to last year's Convention. If you have only a Ford come along this year. Remember the dates—September 3, 4 and 5.

Professor Charles A. Renouard of the Renouard Training School for Embalmers, of New York City. The presence of Prof. Renouard should in itself be a guarantee of a large attendance at this meeting. Prof. Renouard stands so high in this profession that it goes without saying that our Canadian brethren will receive the benefit of his many scientific discoveries that have raised the standard of modern embalming to its present high place in the profession. The Canadian Embalmers' Association has extended the time of meeting so as to give all of its members the benefit of this great educator's knowledge, which should induce embalmers from all parts of the Dominion to attend this meeting and make it a fitting tribute to this great lecturer's presence. The dates for the meeting will be from August 27 to September 5, inclusive. A very instructive program has been arranged and bodies will be used to present the scientific treatment of many cases. Experiments of a modern nature will also be carried out so that those in attendance can see the results of the work accomplished by this great scientist. We advise all who can possibly attend this meeting to do so, as this will be an opportunity to gain valuable information under the direction of this eminent instructor. Don't forget the dates and arrange your business affairs accordingly. August 27 to September 5 at Toronto, where all preparations have been made to have one of the most interesting gatherings that you have ever attended. The educational features of the meeting alone will be worth a long-distance trip."

Every funeral director in Canada should be a member of his Provincial Professional Association.

Every funeral director in Ontario should be a member of the Canadian Embalmers' Association.

Every member of the Association should attend the Annual Conventions.

Every member should attend this year's Convention at Toronto, September 3, 4 and 5.

Will you be there? Let your answer be YES.

HIGHER EDUCATION OF THE UNDERTAKERS

Those among the leading undertakers of the country who have always favored the higher education of the embalmers before licensing, says The American Funeral Director, may take courage from the example set in the increase in the necessary preparation of a physician before he can be licensed for the practice of medicine, at least in the state of Illinois. The undertakers very naturally have followed in the footsteps of the medical profession in the education, examination and licensing of their classes. They were first educated in the anatomy of the human system; the existence of germs as the cause of the spread of disease and the final destruction of the human remains; the manner of destroying these germs, and the proper mode of embalmment of the body. The examination of applicants for licenses as embalmers at first were very naturally placed under the supervision of the different state boards of health, who issued the licenses to those properly qualified.

Under the provisions of the new law in the state of Illinois, says the Health News, standards of preliminary and professional education of medical students are materially raised. All medical students graduating after July 1, 1922, or in other words, all students matriculating during and after 1917 are required to attend medical school for a period of five years of ten months each, with a supplementary year of 12 months of internship in a hospital approved by the State Department of Registration and Education, or a course of medical training and education covering six years and totaling 62 months. This course may be reduced to four years of ten months each, and a fifth year of internship if the applicant has had one year in a college of liberal arts approved by the Department of Registration and Education, pursuing a course approved by the department.

To the younger men who are entering the study of the art and science of embalming, it may be said that it will be better for them to make arrangements to take the very best course of instruction that may be provided in the schools, for it may be that the qualifications for licenses will be raised in the near future. It is understood that all of the leading schools and colleges of embalming are instituting new courses that will eminently provide for any contingency that may arise by the increasing of the tests for those who are to be licensed as embalmers, and the course which the C. E. A. imparts in its annual school session, preceding Convention week should be availed of by all the young men engaged in or entering the profession. It is always better to be properly prepared for any emergency in such cases.

David Arlington Collins has registered as an undertaker at Montreal.



WORKMANSHIP AN ELEMENT IN SERVICE

Back of all success in manufacturing; back of the sales campaign, the financing, the purchasing, etc., the big fundamental remains, the quality of product is a determining factor in the future of any business.

Dominion Manufacturers Limited, might safely claim the right to the patronage of the undertakers of Canada on the point of workmanship alone.

With the exception of one or two firms in other countries making exceedingly high-priced, original design caskets, the product of this company will compare to advantage with any goods made in any market. For regular stock lines it acknowledges no superior.

This result is due to the conservative policy of this company in regard to its workmanship. In several of its plants are workmen with records of over 30 years continuous service, scores of other workmen have records of over 20 years, and more than a hundred of over 10 years.

These men know their work, take pride in it—the product represents the ultimate in service.

Dominion Manufacturers Limited

Head Office: 109 Niagara Street, Toronto, Canada.

DOMINION SERVICE



No. 602 H.P.

The mode to-day in the casket world is "Spartan." This is one of the most attractive finishes on hardwood caskets, and the reproduction of Spartan Gold, Silver, Copper, and Bronze is wonderful.

Use "Dominion Service" Hardwood and Cloth-covered Caskets.

"We make the best at reasonable prices"

Dominion Manufacturers, Limited

Head Office: 109 Niagara Street, Toronto, Canada.

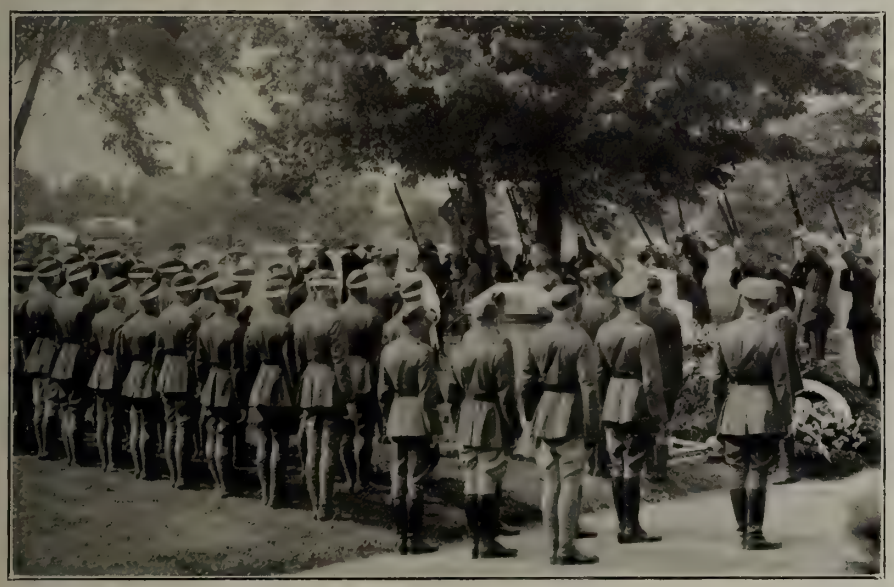
The Undertaker and the War

By Prof. Chas. A. Dhonau
President Cincinnati College of Embalming

An address delivered before the Ohio Funeral Directors and Embalmers' Association, at Columbus, June 6, 1918.

AT this moment when the ranks of the physicians in local practice is being depleted in order that they might join our forces in the cantonments and overseas and give to the defenders of our institutions the benefit of their skill and knowledge, for only a percentage of what their earning power would be at home; at this moment when masters of such peaceful occupations as construction, civil, electrical and chemical engineering are "leaving a bright future before them" in order to bring their skill and knowledge to bear upon the enemy in this great World War; at this moment when men and women are forgetting all about the conveniences and fixed habits of home to throw their weight into the gigantic struggle which has reached unprecedented proportions to date; let us pause to ask what the undertakers at home are doing to help bring this struggle to a decisively victorious close at the earliest possible moment.

To extend one's self to the utmost to help win this war is the direct obligation of every one who values his life, liberty and pursuit of happiness above the domination of the force of armed militarism which has been let loose in Europe. The history of the world is replete with illustrations of a continuous fight which has been made against ignorance since the Dark Ages. Here to-day, we find ourselves lined up against not ignorance, but against the forces of scientific barbarism. Never before has intelligence been misused to the extent that it is being misused to-day. Never before have liberty loving citizens of North America been called upon to take not only a personal interest, but a personal part in a fight between agents that



Firing last volley over grave of Cadet Hector S. Miller, son of Hugh Miller, J.P., who was buried in Mt. Pleasant Cemetery, Toronto. The funeral was conducted by The Fred. W. Matthews Co., Toronto.



First R. A. F. funeral in Toronto, under the new regulations. No gun carriages are to be used in future. Instead an aeroplane trailer attached to an auto will be commissioned. Mr. Fred. Matthews, who conducted this funeral of Cadet Miller, may be seen standing by tree, his head above the casket. Cadet Miller was accidentally killed at Leaside Camp, falling a thousand feet in an aeroplane. Funeral leaving St. Thomas' church.

would enslave them and agents which are fighting for the preservation of the liberties that are guaranteed under the constitution of our country.

There can be no bystanders in this fight. The undertakers who remain at home can get into it without leaving their firesides. Those who do get in will only be doing their duty. Those who maintain an apathetic interest are not building constructively, but are placing their own selfish interests above the interests of themselves as human units in a democracy that should be united as a solid phalanx against which the forces of armed militarism will crush itself to earth. What is the undertaker doing to help win the war? This is the question that we must now address to ourselves.

Can we look 110,000,000 people of the United States and 15,000,000 people in Canada in the face and say "We are going to bury the dead," and expect them to say "Well done. That is all we expect of you." No, we cannot stop there. They will say, "If that is all you can do, you may as well consider your profession abolished right now." If we will do what our conscience dictates, we will get into this good and strong; with arm and might and spirit.

In every hamlet on this Continent you will find Liberty Loan campaigns, Red Cross campaigns, Red Triangle campaigns, Knights of Columbus campaigns, War Chest campaigns, and other campaigns which have for their objects the mobilization of funds that are to be used to pay the expenses of some part of the fight our boys are making. The gathering of these funds becomes more or less of a matter that responds quickly to systematic solicitation. In order for a man to become a good undertaker it is necessary to qualify as a good leader. The country needs good leaders in all its campaigns. The work of the undertaker who remains at home, then, is plain to be seen. He is going to lend his leadership to the war agencies that operate at home. He is going to devote some of the time now devoted to sitting around waiting for something to happen, to an earnest and sincere effort to get into the fight on his own account, and right in his own city or town.

He is going to take his rightful place as a worthwhile citizen, accomplishing something tangible for society in its hour of trouble. He is going to show his people that his accomplishments are not limited to his ability to care for and dispose of the dead, nor to help combat the forces of disease.

There is an opening for every undertaker above military age on the executive and working staff of every fund mobilizing campaign from now until the enemy has been reached with Uncle Sam's solar plexus blow. In this work he can accomplish wonderful results. I know of many undertakers who have definitely established themselves as hard workers for the cause in the campaigns of the past. The excuse that you are too busy, or that you have too many other things to do will not be considered at all. It is the busy people who are able to do the kind of work that makes over-subscriptions the rule in every campaign.

Let us grant that your time is well taken up. How much of it is taken up with war work? What are you doing personally to add your power to the good old right arm of your Uncle Samuel? What credit do you think you are entitled to for the results the nation has accomplished to date? What will the boys say when they return home? The man who says he is too busy to jump in and help push, now, will be shunned afterwhile as the exponent of the yellow streak.

Do not wait another day! Line yourself up with the live, progressive forces of your city or town. Arrange to secure a part to do of the work that is now going on. Show that you realize your obligation and then show your ability. Go around to Red Cross headquarters and say, "When you have some transportation you want done between units and headquarters, call on me!" Transportation problems are among the most exasperating that must be solved by the Red Cross branch or chapter headquarters. There are materials which are bulky but not too bulky to haul in your machine.

Go out and help to form Thrift and War Saving Stamp Societies. Study organization work, and make your work count. Get in on the October 4th Liberty Loan Campaign. Start now to volunteer your services to the man in charge of the bond sales in your locality. Help to jam through the next War Chest. Do not stop with your personal subscription. Join the organization which is promoting the securing of pledges and show something worth while.

It will be well for you to realize right now that every form of human activity is going to be made subservient to the winning of the war. This means reorganization and the placing of men on a new standard. Is the undertaker going to preserve his standing; or, is he not? You have the answer in yourself.

Personally, I find it well never to preach anything that I would not practice myself. What I have told you to-day, is what I have learned from actual experience in the work in Cincinnati. I made up my mind that while not allowing my own work to let down, I would take some of my work time, and add to it my present sum of spare time which does not aggregate much, and aim to do my part in the war work. I was compelled to devote the most of my time for 10 days during the last Red Cross drive to the job of managing my 150 solicitors in one Cincinnati district. Therefore, since I have tried this out myself, I feel that I am well able to recommend to all undertakers a similar procedure and to tell them that to carry out this plan will certainly help them to maintain the good will of all the people for the profession we all represent.

None of us can afford to let one thing remain undone that would, if accomplished, convince the enemy in the shortest possible space of time that we are in this fight to stay. The sooner he learns to look at matters in this way, the sooner the fight will be over, and the sooner we will see our boys coming back again. The longer we stay out of the campaigns mentioned, the deeper the red stripes of the flag will become; therefore, let us make it unanimous and show all the people that the undertaker is doing more than his part.

WHY YOU SHOULD ATTEND THE 1918 CONVENTION

Because it is the annual meeting of your Association.

Because the officers you elected last year to do your work will render an account of their stewardship. Come and tell them where thy failed, or encourage them for their good work with your presence.

Because you need to become acquainted with your fellow workers in other parts of Ontario.

Because you need an annual holiday from your everyday work.

Because you need an occasional injection of new life, new methods, new helps.

All these you will get at the 1918 C. E. A. Convention, Toronto, Sept. 3, 4 and 5.

Criticism of the Purple Cross—a Confession of Incompetence

By HOWARD S. ECKELS
Director General American Purple Cross Association

(Written for Canadian Furniture World and The Undertaker)

THE undertaker who says that the Purple Cross cannot live up to its promises is confessing his own incompetence and his own deception of the public. He is judging the profession by himself. He realizes his own inability to do that which he daily professes to be doing—admits that since he cannot scientifically preserve the bodies which come under his care that he is led to believe that the profession at large can do no better.

Let us analyze the situation for a moment. What has the Purple Cross offered to do? It has volunteered to send to Europe a large enough force of competent embalmers to embalm and preserve the bodies of our recoverable dead so that after a lapse of months or years, they may be returned to their home burial grounds in a sanitary and identifiable condition.

The question as to our ability to fulfill these promises will divide itself, naturally, into three parts. First: Can a sufficient number of trained men be secured to undertake the task? Second: Can sufficient funds be raised to finance them? Third: Once in Europe, can the pick of our profession do the work they are professing to do here at home?

In civil life throughout Canada and the United States, the laws of supply and demand have fixed a relative proportion of physicians and undertakers. A certain number of physicians are needed; a certain number of undertakers. In both professions, there usually are enrolled and qualified many more men than absolutely are necessary under normal conditions. Both professions are admittedly overcrowded. This is a fact which every member of either profession will substantiate.

Through the Medical Department of the Army and the Red Cross, the physicians of America are able to take care of the sick and wounded at the battle front without seriously overworking the remainder of the profession at home. No man has questioned that a sufficient number of physicians, nurses and ambulance drivers can be secured to take care of the vital work of either the army itself or of the Red Cross.

Is there any reason to suppose that the funeral directors of America are less patriotic, are less professional, are less earnest, or are less capable in their own sphere than are the physicians?

The same relative proportions, in a general way, may be said to exist between the dead and the sick and wounded at the front as exist between the sick and the dead at home. If anything, the minor ailments requiring medical treatment abroad are much more prevalent and much more likely to become epidemic under camp conditions than in the civil life at home. As a result, surgeons at the front are much more apt to be overworked than are embalmers of the Purple Cross.

The proportion of deaths, however, shows no great difference from the proportion of deaths from diseases in the civil population at home. The returns from five days, April 5-8, of the battle of Picardy, are in, and show that nineteen Americans were wounded to every man who was killed in action. In other words, eighteen men were killed in battle, and three hundred and forty-four wounded. We may safely assume therefore that there are enough undertakers to do the work or at least enough to do it as well as the Red Cross and the Army Medical Department are able to do their work.

The undertaking profession, however, has one very great advantage over the medical profession. We have an army of semi-trained assistants who would, under proper professional guidance, require a minimum amount of specialized training to make them scarcely second in skill to the licensed members of the profession themselves. In other words, we have a great reservoir of men already largely trained, from whom recruits quickly can be drawn.

The medical profession has no such body of men standing behind it ready to step into its shoes and to fill vacancies occasioned either by death or by lack of adequate numbers. It must be conceded, therefore, that there are enough undertakers in the country to fulfill the promises of the Purple Cross. There remains therefore only one more point to be settled. Will they go or will they shirk?

A year ago, even we, ourselves, might have had some slight doubt on this question, and indeed, made our initial offer to the War Department with not a little trepidation We have not yet appealed for volunteers. We have not done more than to ask those who are anxious to go to France to indicate that fact to us in order that if a sudden emergency should arise, we would know just where to find quickly the necessary number of trained men. We wished to be in a position to communicate by wire if necessary with at least a sufficient number of men to answer any emergency call.

The response to our provisional application blanks was instantaneous and overwhelming. From every province of Canada and every state in the union, there came numerous signed applications from men of every age, from the trained expert and experienced embalmer as well as from the novice, and they came in such numbers as to leave no question whatever that practically the entire profession would volunteer if needs be. More than this, the National Conference of Embalming Board Examiners volunteered to undertake the work of selecting the fittest men for this service in order that the profession might be fittingly represented and the best and most experienced men in our profession be consecrated to this great and patriotic service.

The second great question to be considered is whether or not a sufficient fund could be raised to maintain these men while engaged in their humane endeavor. The Red Cross has had no difficulty whatever in securing all the funds needed not only for the work it originally undertook, but for many other collateral lines which it included in its scope of activities, because its funds were so ample that at times it has been a problem with them how to spend their money wisely.

(To be continued.)

WHAT SHOULD I CHARGE?

Under the caption, "The New Way and the Old Way," The Sunnyside has the following:

What should you charge for a funeral? The old way to answer this was to ask what shall you charge for a casket, for the casket was the funeral—everything else was practically lumped with it. The casket had to bear the burden, and so it came about that the people obtained its idea of enormous profits in the sale of such goods. Men in other lines of business, many times totally unfitted to become undertakers, finding out about this apparently big profit in caskets, rushed in and overcrowded a calling which was making a fairly good living.

Now, the sensible way to answer the question—What shall an undertaker charge for a funeral? is not what your neighbor charges, nor what some one in some other State charges, nor what the casket will bear, but what it costs you to furnish that funeral, plus a fair profit such as is necessary for you to live and support your family and buy Liberty Bonds and War Saving Stamps, and help along the Red Cross and other good and noble things which you are called on to support as a good citizen.

Manufacturers of funeral goods have now for several years decided to rely upon cost accounting rather than price agreements for their living. "Our prices," said one, in the hearing of the writer, "are fixed by a committee of three who deal with figures, not sentiment. We have before us the styles, or a given style, with the detailed cost of it. We know what it costs to do business, because we have the actual figures in every detail, and the question of fixing a proper selling price for any given article is not a problem any more. It is only a matter of giving attention to the figures before you and you secure your selling price. You have your exact cost and you know what you should add to make up a correct selling price. We do not care much what the other man's price is. We know what the goods cost, and what it costs to do business, we know what we must add to the material cost in order to secure for the owners a fair return on their investment."

That is the sound basis upon which retail as well as wholesale business should be conducted, and then there would not be so many failures. Every undertaker should first know what it costs to conduct a funeral, in cost of goods, fixed charges, overhead, wear and tear, and every detail of expense to him. Then he should add a fair profit, and at the same time itemizing his bills for his patrons so that they will see that a funeral does not merely consist in selling a casket at an apparently exorbitant figure. To every item which goes to make up the bill can be added the percentage above cost necessary to do business. Then, like the up-to-date manufacturer, you will know that you are not deceiving yourself in regard to your business. You are not taking advantage of the public and you are protecting yourself against loss and possible failure.

This is the new and enlightened way of serving the public and making an honest living. Is it not worth universal adoption?

A WORD ABOUT COLLECTIONS

An advertisement under this caption has been published across the line by the National Casket Co., of New York. It is written, says that concern, because of unusual circumstances, and it contains a thought that should be of untold value to undertakers, not only during these times of stress, but also in the years to come.

First, a word as to the manufacturer, reads the advertisement. The amount of money needed to finance a casket organization has increased tremendously during the past three years. This is due to a number of causes: First, the rise in the price of materials, anywhere from 100 to 500 per cent.; second, the necessity of carrying greatly increased stocks, because of traffic embargoes and other difficulties of transportation; third, the big increase in the payroll. When a carload of lumber, or a roll of cloth, or a barrel of glue costs two to three times as much as it did before the war, and when you are compelled to carry ten carloads, or ten rolls, or ten barrels, where formerly one of each was sufficient, it's easy to see that money, and lots of it, is required.

Now then, there are just two places from which the manufacturer can get money—the bank, or his customer, the undertaker. If he borrows from the bank, he has got to add interest to his selling price, which is not profitable to either the undertaker or the manufacturer. So that puts the matter up to the undertaker. It makes the manufacturer come to him and ask him to pay his bills as they come due. And that is in accord with the spirit of the times.

Now let's take the condition of the undertaker. He also has to pay more for his goods, he also has to carry greatly increased stock, he also has a steadily growing payroll and expense account. What is he going to do? If he's wise, he will do what the leaders in the profession have been doing for years—he will put his collections on a business basis. He will make his customers pay their bills when they are due, and he will make their due date come within a short time after the work has been completed. He will offer an inducement in the shape of a cash discount for prompt payment. He will follow up persistently his delinquent accounts.

It can be done, and thousands of America's leading funeral directors are proving it. They know that there is sound truth in the old saying, "Short terms make long friends."

The interests of the manufacturer, the undertaker's customer are mutual. There are few factors that can have a more beneficial influence upon them than a healthy condition of collections.

WHAT SOLDIERS HAVE TO ENDURE

"Yes, auntie," said one of Pershing's men invalided home from France, "we captured the first-line trenches and the very same day the French took four hundred meters from the Germans."

"That was splendid, my boy. It ought to put a stop to those dreadful gas attacks we hear so much about!"

THE DEVIL DEAD

"The devil's dead," was the astounding statement that young Bobbie made to his Sunday school teacher.

"What makes you say that?" she enquired.

"I saw his funeral the other day," he replied.

"Oh! no, it couldn't have been!"

"Well, when the funeral went by, I heard my father say, 'Well, there he goes, the poor devil is dead at last.'"

CALL FOR TENDERS TO BURY SOLDIERS

Severe criticism of the militia department in calling for tenders among Kingston, Ont., undertakers for the burying of the bodies of soldiers who have died in local military hospitals was heard in that city recently, so we are assured by the daily press. Kingston undertakers have been asked to tender for the work and it is understood that similar requests have been made to the undertakers in all the military centres. At the present time local undertakers are paid at the rate of $50 for each body, and even this sum is regarded as too small an amount in case of men who have fought on the battlefield and given up their life.

Cases are known where the relatives of soldiers, after finding out from undertakers just what is being done, have paid money out of their own pockets to provide a better burial. Apparently the matter of asking for tenders has been kept a secret, but it managed to get out to-day. Even at $50 an undertaker has very little to work on to provide a decent burial to a soldier.

CHINESE FUNERAL HAS UNIQUE FEATURES

Following out Chinese custom of burial, Harry Suey, restaurant-keeper, at 69 Queen St. W., Toronto, was buried in Mount Pleasant Cemetery a few Saturday's ago. The funeral cost two thousand dollars. The coffin alone cost nine hundred and seventy-five dollars. A brass band took part in the proceedings, which was attended by two hundred and fifty Chinese. Harry Suey was thirty-eight years of age, and had been ill for some time. He is survived by his widow and one brother here in Toronto.

ROOM FOR ARGUMENT

Considerable controversy has arisen over the color of the new car driven by Dr. G. W. Ferguson, "The Champion Manager." The auto factory calls it their "Blue Devil," named evidently after the famous French fighters; others think it some shade of green until compared with that color which makes it appear to be a cross between a "Door Crape Purple" and "Sky Blue Pink"—but Mrs. Ferguson says she earnestly believes it is nothing more than an "Irishman's Dream," whatever color that is.

TORONTO'S MONTHLY CEMETERY RETURNS

The returns from the city cemeteries for the month of June show that 431 bodies were interred, as follows: Mount Pleasant, 88; Necropolis, 26; Prospect, 134; St. John's, 88; St. James, 13; Mount Hope, 48; St. Michael's, 4; Hebrew cemeteries, 30.

FUNERAL PARLORS DAMAGED BY STORM

A severe electric and wind storm which passed over Orangeville, Ont., a couple of weeks ago, did quite an amount of damage in the town. Among others who suffered was J. H. Hulse, funeral director, part of whose store was unroofed.

The Dwyer Estate of Hamilton, have added a new Willys-Knight motor hearse to their equipment. The new funeral car is a beauty and certainly a credit to their already well-established business.

SOME DAY *DIOXIN* WILL BE USED BY PRACTICALLY EVERY GOOD UNDERTAKER!

These are Some of the Reasons why WE Recommend DIOXIN and why YOU Should Use It!

It is interesting and impressive to talk with the funeral director who has adopted DIOXIN, the Peroxide of Hydrogen fluid.

He entertains no misgivings, no doubts, no uncertainties.

He KNOWS that he has the Best Fluid in the world and he will tell you WHY.

And we firmly believe that the weight of his experience soon will result in the majority of other funeral directors using DIOXIN.

We have implicit faith in the working of that business law which rewards a product in proportion to its deserts; and we are confident that its application will benefit DIOXIN Embalming Fluid.

We believe in the professional world—whether it be caskets, or hardware or linings or embalming fluids—a sifting process goes on continuously which sends the unfit to the bottom and the fittest to the top.

We believe that an inexorable law is set in motion by an exacting professional demand which unerringly will hunt out DIOXIN as the best fluid just as it has hunted out the best caskets and the best funeral supplies.

And it is our quiet conviction that DIOXIN IS the best fluid made in America to-day; that the sifting process is under way; that professional sentiment is rapidly turning in its favor; and that it is only a question of time before DIOXIN will be used by every funeral director who demands the best.

Dioxin Contains More Peroxide than Any Other Fluid Made!

H. S. ECKELS & COMPANY 221 FERN AVENUE TORONTO, ONTARIO, CANADA

Necessity of Motor Equipment

Address by J. F. Hamilton, before Indiana F. D. Convention

It has been only a short period since there was not the slightest thought among the profession that a motor funeral would become practical. Even to the most progressive it certainly never occurred that at this early date would there be the possibility of there being in the small country towns the necessity of a motor funeral car; to have a fully up-to-date equipment, and even now in any article written pertaining to the funeral the horse-drawn vehicle is not mentioned. Only last month in one trade journal an extended and excellent article, written on conducting of funeral service appeared, the conveyances mentioned all being motor-driven. I have wandered from my subject but make this illustration for the purpose of first impressing upon you the necessity of the motor car, should you wish to serve your patrons in the manner they demand in these times of advancement in our profession.

It is becoming necessary that the country undertaker, where the highways will permit, equip himself with the necessary motor equipment with which to conduct his business, should he wish to merit the continuance of the patronage of his community and feel he should be progressive enough to install same without waiting until forced by competition, as delays of this kind would not be good policy in this age of progressiveness. Realizing this, and although being situated in a small town, I installed a funeral car and other motor equipment.

My experience is that it has been a valuable asset to the business, it having demonstrated to me that it was none too soon, although being the least of my expectations, that the time had arrived that the motor funeral would be so universally used in the country districts. We find that even those who are not fortunate enough to own machines have friends near in these days of prosperity and progressiveness who are possessors of automobiles, and, ever mindful of the assistance they can render to those bereft of a loved one, offer their generous support and suggest that the responsibility of completing arrangements for conveyances be left to them, and when those are called the response is ever in the affirmative, and the result, conveyance for all, not omitting the minister and bearers.

I find that should it be some distance to the place of interment—which very frequently happens in the rural district—mention is made of a motor funeral, the trip being made in so much less time and with greater comfort to those who have been called upon to lay the mortal remains of their loved one within the silent confines of the tomb. This also eliminates the expense of several conveyances, should the horse-drawn vehicle be employed, also relieving the funeral director of a great responsibility, it being next to impossible to procure in a country town enough horse-drawn vehicles to accommodate even a small funeral cortege, as those upon whom we formerly depended have disposed of their horse-drawn vehicles and replaced them with motors. To illustrate: I only recently conducted the funeral of a most amiable and estimable young lady. There being a very large number of relatives I was confronted at first thought by a serious problem—expecting to use horse-drawn conveyances; mentioning the matter to a friend I suggested motor cars; the telephone was put in use and soon all arrangements were made and when the procession formed we had twenty-four motor cars conveying relatives.

I also realize the motor funeral is a great benefit in extending business limits. Employing a Universal roadster for first call use, and having the other motor equipment for use in the delivery of the casket, I am in position to render prompt service, and thus extend the business beyond past limits, and the country districts are ever alert to the methods employed by the profession in serving them in the best and most up-to-date manner.

Feeling much more could be said, but having complied to the best of my ability with the request with relation to the subject assigned—"A Motor Funeral and How It Affects My Business"—and knowing you have listened to better and more elaborately prepared papers on the subject, will say in conclusion, would regret very much to be forced to return to the former method.

A HAPPY GRANDFATHER

Considerable comment has been made about the pleasant smile carried around of late on the countenance of A. W. Miles, the College St., Toronto, undertaker. There's a reason. It's a boy. And Arthur W. is it's grandpa. Some time during the wee hours of the morning on June the ninth, a son was born to Mr. and Mrs. John H. Fotheringham, of Toledo, Ohio. Mrs. Fotheringham was formerly Miss Caroline Miles and is a daughter of Mr. and Mrs. A. W. Miles. Mr. Fotheringham is an officer in the United States Army, at present enjoying a special leave until after the new mother and babe are located comfortably in the Miles summer home at Mimico for the season. The last reports were that Mrs. Fotheringham and son were doing nicely and we hope that the beach air will add materially to the health, comfort and happiness of all concerned.

PRES. McARTHUR A GOOD ADVERTISER

Nobody believes that Fred. McArthur, president of the C. E. A., is a practical joker, and few of us believed he had so much humor in him. A Toronto motorist returning from Eastern Ontario, however, relates that just outside Cobourg is a large sign telling of the merits of some particular line of automobiles that may be had of the local dealer. The service of the company and the speed of the cars are played up in the ad., and just below, Friend Fred. has attached his sign, "Funerals conducted in an efficient manner."

PROFESSIONAL NOTES

D. W. Andrews, secretary of the Dominion Manufacturers, Ltd., Toronto, is making his annual trip inspecting the Western branches of his company. Before returning Mr. Andrews will go out to the Coast and will attend the funeral directors conventions at Winnipeg and Saskatoon.

The Canadian Embalmers' Association is an organization of funeral directors—your fellow professional brothers.

It is an educational association.

It is a business association.

It is a helpful association.

It is a social association.

Why not link up and know your fellow workers? Come to this year's convention, September 3, 4 and 5.



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Byng, G. C.

Bowmanville, Ont.—
Morris & Son, L. 'Phone 10.

Brantford—
H. S. Peirce & Co.,
Funeral Directors and Embalmer.
Both phones 200.

Burks Falls—
Hilliar, Joseph. Box 213.

Coboconk—
Greenley, A.

Dorchester, Ont.—
Logan, R. A. 'Phone 2107.

Dungannon—
Sproul, William

Dunnville—
D. P. Fry. 'Phone 68.

Elmira—
Dreisinger, Chris.

Huntsville—
Hilliar, Joseph.

Hamilton—
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59 King St. W.
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Kemptville—
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Corbett, S. S.
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Successor to
H. A. Bingham.
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D. Clark. Tel. 159.
Mundell, J. A. Phone 126.
150 Mississaga St.

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Schomberg—
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Grobb Bros.
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William, P. R., & Sons, 519 Talbot St.

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Ralph, Jas. Phone 102.

Stratford—
Greenwood & Vivian, Ltd.
88-92 Ontario St.
White & Co., 80 Ontario St.
Down & Fleming,
94 Ontario St.

Toronto—
Geo. J. Chapman
742 Broadview Ave
Phone G. 3885
Ambulance service.
Cobbledick, N. B., 2068 Queen St. East and 1508 Danforth Ave. Private Ambulance.
J. A. Humphrey & Son,
463 Church St.
Washington, Fleury Burial Co., 685 Queen St. E.
J. C. Van Camp,
30 Bloor St. W.
Washington & Johnston,
707 Queen St. E.
Corner of Broadview.

Thedford—
Woodhall, J. B.

Wallaceburg—
Cousins, Burlington & Saint

Welland—
Patterson & Dart
Sutherland, G. W.

Woodstock—
Mack, Paul.

Whitby—
Nicholson & Seldon.

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Moncton—
Tuttle Bros., 164 Lutz St.

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Fitzpatrick Bros.
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MANITOBA

Brandon—
Campbell & Campbell.

Dauphin—
Farrell, A. F.

Winnipeg—
Clark-Leatherdale Co. Ltd.
232 Kennedy St.
Thompson Co., J., 501 Main

SASKATCHEWAN

Moose Jaw—
Broadfoot Bros.

Saskatoon—
Young, A. E.

At all times it is essential for the salesman to know his goods, but when times are a little quiet it is doubly so, and anyone desirous of making a success as a salesman must first equip himself with a thorough knowledge of the line he is trying to sell.

Here is the book which you need to give you accurate, concise, and complete furniture information.

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and THE UNDERTAKER
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Get YOUR ORDER in now and save money later.

Our price is still $18.00 a case, or $7.50 a gallon NET. Concentrated.

We cannot hold to this price when our stocks are depleted.

We can still save you money because we have large stocks on hand.

Many of our customers have already filed orders for their requirements for a year from this date.

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There is no better Fluid in the world than CARANAC

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The Original Patented Concentrated Fluid

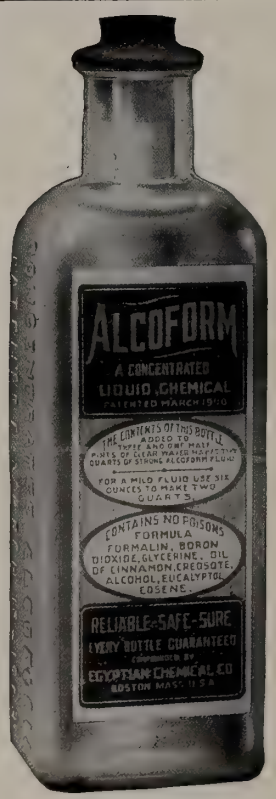
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FOR SALE—Casket wagon and cab ambulance for sale. Apply 333 College St., Toronto. -j

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THE IDEAL EMBALMING FLUID *for* SUMMER WORK



The true value of any Embalming Fluid is proven during the Hot Summer months.

CHAMPION FLUID has and will stand the severest test in any climate. The hottest weather does not affect the satisfactory results *always* obtained by the proper use of Champion Fluid.



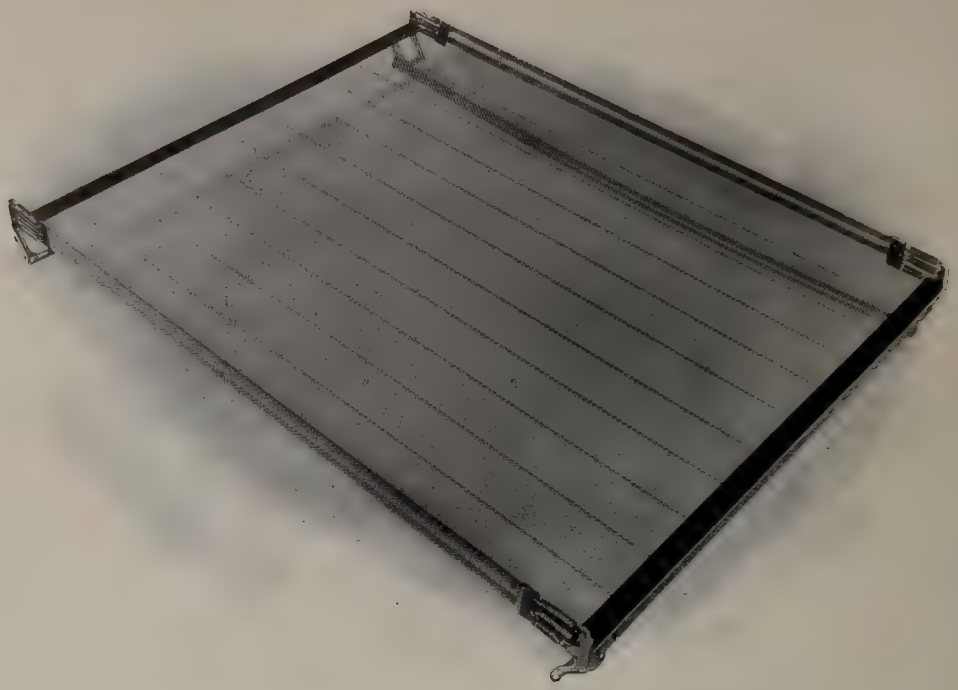
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No. 3 "Wit-Edge" Wovenweld Bedspring

The ALASKA "Wit-Edge" Bedspring

Patented March 17, 1911

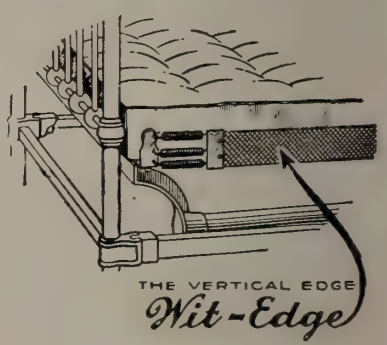
—The Spring with the Sideguards

The "Wit-Edge" Construction illustrated herewith has had such a phenomenal success in the United States that we have secured the patent rights for Canada.

Every housewife knows that her mattress will shift from side to side on an ordinary bedspring.

The "Wit-Edge" Bedspring entirely eliminates this fault. It holds the mattress always in place and in its proper shape. It does away with friction and wear on the ticking and prevents the packing down or spreading of the mattress itself—thus adding years of life to the latter.

Moreover, the full helicals at each end, plus the strong, even tension of the fabric, ensure the resilience necessary to the highest degree of comfort in use.



The above illustration shows one of our three 'Wit-Edge' Wovenweld designs.
We also make this Spring in Link Fabric. Ask our salesman, or WRITE US DIRECT.

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Makers of Bedsteads and Bedding

400 St. Ambroise Street, MONTREAL

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CANADIAN FURNITURE WORLD

AND

THE UNDERTAKER



PUBLISHED BY
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32 COLBORNE STREET TORONTO



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Canadian K.K. Co., Limited Sole Rights for Canada **Elora, Ontario**



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5052A

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All pieces in stock ready for prompt shipment.



5054



5057

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No. 220-A



No. 426-A

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The McLagan Phonograph



M 14



M 19



M 16

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The George McLagan Furniture Company, Limited

Phonograph Division

STRATFORD, ONTARIO

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UPHOLSTERED
REED SUITES
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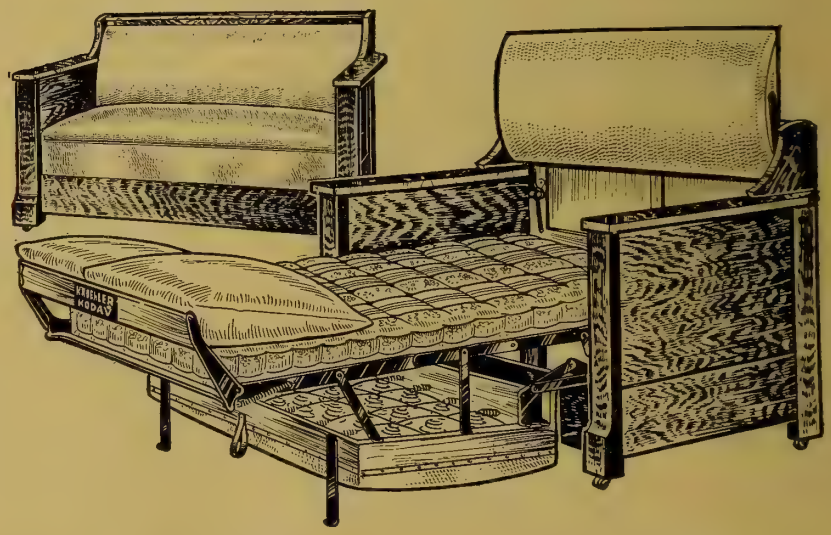
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We back up the furniture dealers with advertisements in the large national papers, such as the Saturday Evening Post, Ladies' Home Journal, Good Housekeeping, etc.



The Kindel Bed Company, Limited

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The Gold Medal Line

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No. 792—This is one of our new Chesterfield designs, makes up beautifully in our new fabrics of electra plush or damask.

Finest grade upholstering.



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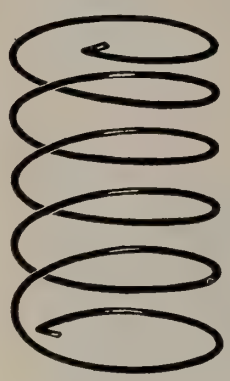
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Cut No. 1



Cut No. 2

No other manufacturer can use this spring. It is protected by patents. It is distinctly MARSHALL in design and manufacture. It goes into Marshall Mattresses and Marshall Cushions. When you buy Marshall products you know that they cannot be duplicated by any other company. There is only one Marshall Mattress, only one Marshall Cushion, and each has the patented spring which cannot work through the covering and which always gives satisfaction.

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SUCCESSORS TO
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Upholstery Leather

We carry in stock all grades in standard colors for immediate shipment

Spanish, Fancy, Enamelled and Goat Grain Finishes

Unsurpassed Selections
Well Trimmed Hides

The most economical leather on the market.

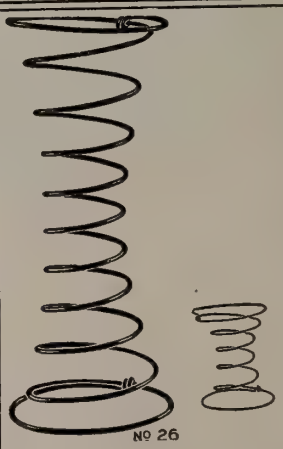
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Boullee Fraser Leather Mfg. Co., Inc.
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The Owen Sound Chair Co., Limited
The North American Furniture Co., Limited
Owen Sound Ontario

Manufacturers of Medium and High-Grade Dining Room, Bedroom, Hall, Living Room and Library Furniture.

Catalogues sent on application



No 26

Upholstery Springs

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

HELICAL SPRINGS
for spring bed and mattress fabrics.

Get the habit; buy Canadian springs.

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Guelph, Canada

Victoriaville Furniture

Quality furniture is not necessarily high-priced furniture, despite the rather general impression to that effect.

We do not manufacture especially high-priced furniture, but we do put real quality into every piece we make.



Illustrated is our new Dining Room Suite No. 42. The design is very attractive and will claim attention. This suite is manufactured in fumed surface oak, also the regular surface oak finish. The price is very low for its merit, and we will be glad to give you same on request.

WRITE FOR OUR NEW CATALOG—JUST OFF THE PRESS

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VICTORIAVILLE, QUEBEC

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A spectacle every Canadian should see

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THE
Commercial Press, Limited
32 Colborne Street
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HIGH-CLASS BOWLING MATCH AT KITCHENER

Many new features were introduced into an interesting bowling match which took place at Kitchener, Ont., recently, the participants in the event being Mr. and Mrs. Wes. Walker, of Goderich; Martin Anthes, of Montreal; Jack McLaughlin, of Toronto; and Capt. and Mrs. Sloan, of Kitchener, the team composed of Anthes, McLaughlin, and Mrs. Sloan, carrying off the high honors. The ladies were well to the fore with a number of strikes. In fact, they were so successful that Anthes endeavored to court some of their luck by camouflaging himself as a woman by the adoption of the headgear of one of the ladies. His scheme seems to have been quite successful.



No. 341E DRESSER

An Attractive Bedroom Suite

In Old Ivory Finish

Compare this Dresser with some of the higher priced on the market of similar design. You will notice the outlines of this Dresser are properly proportioned and that the details are correctly carried out. Also that our Old Ivory Finish is the best.

Write us at once for price, or refer to supplement of Catalogue No. 49.

THE KNECHTEL FURNITURE CO.

LIMITED

HANOVER ONTARIO

DID YOU HAVE A SUPPLY OF WHITE ENAMEL MOULDINGS

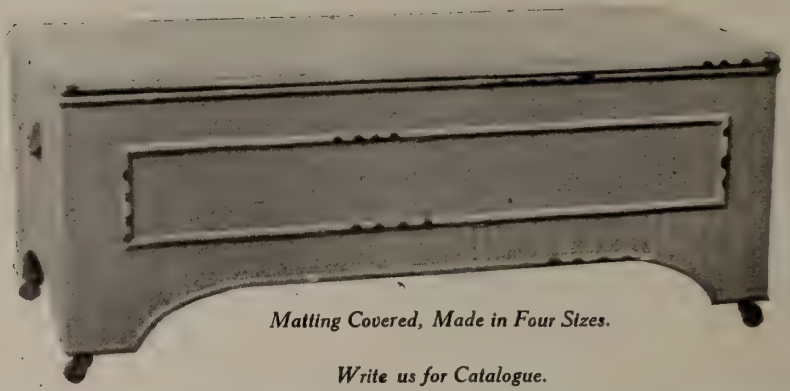
to frame the pictures and mirrors for summer cottages, as they require the framing to look cool and comfortable for summer?

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THE BIG CANADIAN MOULDING HOUSE

1906 DUNDAS STREET WEST TORONTO, CANADA

Our line of matting-covered Chests and Utility Boxes is truly up-to-date in style, construction, and finish, and satisfies the most exacting.



Matting Covered, Made in Four Sizes.

Write us for Catalogue.

You may send us your order and we will be pleased to fill it with every assurance that you get an article on a selling basis that offers exceptional profits.

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Arm Rocker No. 4014

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N. A. Chairs are well known for the high quality which we have constantly maintained in their manufacture. This high quality has placed our chairs in many of the best homes in Canada.

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The North American Bent Chair Co.

LIMITED

OWEN SOUND, ONTARIO

Looking Ahead

The Meaford Line

Economists and statistical organizations, who are in the best position to advise—yes, and our own government officials, tell us to do as much business as possible, but eliminate all waste and extravagance; this is good advice at any time, and especially so now.

As the war continues, our people are going to come more and more to the use of the practical things of life.

Meaford furniture has always been practical furniture, neither cheap nor real expensive, always good value for the money—never intended for those who feel nothing is good enough unless it costs a lot of money. Meaford furniture is mighty good furniture for the merchant to have these times and all times. It is the steady sort that sells year in and year out; whenever any furniture is sold at all, Meaford furniture sells.

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The Meaford Manufacturing Co.

MEAFORD, ONTARIO



No. 1857



No. 710

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YOUR TABLE IS CONDEMNED IF THE SLIDE DOES NOT WORK PROPERLY

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Our gross lot offer is a sound proposition. Ask for full particulars—write right now.

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Don't sit still and watch, though. Push the "Elite"—your reward will be a remarkable increase of profitable business. Every "Elite" folding table you sell means a satisfied customer—and people are certain to patronize the store where they get the greatest satisfaction. The

ELITE
FOLDING TABLE

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Limited
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August 24th to September 9th

It will be advantageous to you to call at our



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and see the greatest aggregation of ***Made in Canada Furniture*** found between the Atlantic and Pacific coasts.

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W. B. HART
ADVERTISING MANAGER

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

WM J. BRYANS
JAMES O'HAGAN
EDITORS

Published by The Commercial Press, Ltd., 32 Colborne Street, Toronto.

Subscription Rate $1.00 per year in Canada, Great Britain and British Colonies; $1.50 to the United States,

VOL. 8. TORONTO, AUGUST, 1918 No. 8.

CLEAR THE DECKS OF SUMMER LINES

Dealer should begin early to clean up on strictly summer lines—Good oportunities yet for the sale of summer goods—Make big drive during the warm periods—Use caution in re-ordering so that there will be no left-overs.

THE selling season for summer goods isn't over yet, by a long shot, but it is time that the furniture dealer began to make provisions for clearing the decks of strictly hot-weather lines, so that when the frost is on the pumpkins there will be no cold potatoes in stock that will have to be carried over to another season before they can be warmed up and disposed of.

Profit Lies in Selling Last of Dozen

The dealer who counts a real profit must make it a point to clean up well on seasonable goods. It is on the last one or two of the dozen that the profit is really realized so that unless the stock is completely cleaned up, profits are represented only by stock yet to be sold and not by real money. Make this a real-money-profit season by clearing the decks of all odds-and-ends of strictly summer lines.

Old Sol Will Help Clear the Decks

As we stated in our opening sentence, the selling season for warm-weather goods is by no means over. There are many people who are tardy in equipping themselves for the warm weather, and the business of these should now be gone after aggressively. Especially when Old Sol sends the mercury jumping upward, a strong drive should be made for trade. With Old Sol as an ally, window display and advertising during August can be made productive of good results. Talk as if there is a lot of real summer weather yet to come—as there is—and the purchasing public will incline to the same opinion and be more inclined towards purchasing of summer goods.

Care in Re-ordering

There will be some lines of summer furniture that you will run completely out of before the season is over and which will have to be re-ordered in order to look after the wants of customers. Just a word of caution in regard to re-orders. Don't overload yourself. The dealer who goes back into the market at this season of the year, wants to tie the life-line short enough so that, to use the language of the street, he won't go over his head.

Summer, with its opportunities for selling strictly summer goods, is still with us. Make the most of it. The season of cooler weather is not far distant. Prepare for it by clearing the decks of summer goods.



A tastefully-arranged window display of summer furniture.

Suggestions from the Methods of Other Dealers

UNUSUAL methods will sometimes get results when ordinary ones would not. In order to get the attention of customers who had not visited the store for some time, one dealer sent them a message on a regular statement form. At first glance it looked to be a bill, but it read, "To one call you owe at our store where you will find an attractive display of new goods."

The novelty of this message will result in many renewals of acquaintance.

KEEPING TAB ON MARRIAGE ANNOUNCEMENTS

The marriage announcements receive the attention of many furniture dealers, who are interested to a greater extent in the young couples than are most tradesmen. Some dealers make it a point to circularize these people, and in smaller towns, where everybody knows everybody else and engagements are generally



August advertisement of Winnipeg furniture store.

known, dealers can get in their work earlier. These are the live prospects and the enterprising salesmen are on the qui vive to get them on their lists. The advertisements of furniture dealers generally pay proper attention to this trade, and many axioms, like "Let Adams feather your nest," have expressed the interest of retailers in the young couples who are going to housekeeping. If they know a salesman, however, the battle is more than half won, and given the stock, the salesman will make the sale. It may be that many an overcautious dealer will lose numerous sales because he lacks the stock to place immediately in a customer's home.

Many marriages take place during August and September, and furniture dealers should make the most of the opportunities presented.

GOOD SHOW CARDS FOR SMALL STORES

The small store is not always in a position to maintain the high standard of show cards that the proprietor would like. Frequently there is no one in the store who is a competent card writer and the expense of having all the cards they would like specially prepared is larger than they can afford.

Here is a suggestion for the store so placed. A great many of the large stores in the city use their cards for a short time only and so they are practically as good as new when taken off displays. Why should not the owner of the small store arrange to purchase such of these old cards as are suitable for his use and which he requires? These cards are generally well executed and if the wording is suitable should be much preferable to any dealer himself or his staff could prepare.

The plan also offers a source of a little revenue for the large store using many cards. Arrangements could be made with a few stores to purchase the supply of used cards at a reasonable figure.

ENCOURAGING BETTER HOME FURNISHINGS

In order to create a greater interest in better home furnishings as well as to directly stimulate sales, the Daly Company of Ottawa, ran an editorial talk on "Home Building," in its ad. It read: "Nothing reflects the character of the home and its occupants so much as the style of furnishing. Every country has its peculiar national note in architecture, furniture, house decoration and paintings. The artistic home is that in which is found complete harmony between the architectural design of the house and the decorative and furnishing schemes of the living rooms. The most costly imported antiques may strike a jarring note when not in harmony with the architectural plans of the builder, or the color schemes of the decorator. What is known as the Colonial style of home embodies in the highest degree the spirit of Canada. For such a home, care should be taken in the purchase of furniture. In the furniture section on the third floor of the Daly store a splendid selection of furniture, carpets, rugs, wall paper and draperies of all kinds will be found suitable for any style of home, and low prices are especially emphasized during the special Five Day Sale beginning on Tuesday."

A feature of a recent bill-board ad. of Murray-Kay & Co., of Toronto, is a bar of music from the song, "Home, Sweet Home." The ad. points out that their special offerings allow the home to be made attractive at low cost.

POINTERS FOR DEALERS ON INSURANCE

Need of being fully protected—Some ways in which the cost of insurance may be reduced—Other hints of value.

INSURANCE costs so much, and the risk of loss by fire or accident or death is so great, and the sums of money involved are so large, that carelessness in respect to one's insurance would seem to be, and is, nothing short of folly. This truth everyone is willing to admit, without argument. Yet, so inconsistent is the average man—and the furniture man is no exception to this rule—that he gives the matter very little attention. He gives it no study! He seldom reads his insurance policy, and rarely understands it when he does. And, if damage by fire occurs to his premises he is in the humiliating position of being at the mercy of the insurance companies. Such a course as treating his insurance as a business matter, in the same category as merchandise, to be bought intelligently, seldom occurs to him.

From the results of a number of interesting interviews with prominent dealers, the writer has been able to compile some helpful information and practical hints on this subject, which it is hoped will be of value to readers.

Re the Foundation of Building

To begin at the bottom—the foundation of the store—there is an important saving on the cost of fire insurance which the average merchant may make if he wishes.

In the average building, the foundations, while they represent a considerable proportion of the cost, are not so subject to damage by fire as is that part above ground. True, the water which the firemen throw upon the fire may accumulate in the basement and, freezing there, heave the walls. But, ordinarily the average man is willing to take a chance on this—to carry, in other words, his own insurance on the basement part of his store building. He is the more willing to do this when he learns that by so doing he can get the advantage of a cheaper rate—perhaps 15 per cent. cheaper.

To explain this: You can, if you so wish, have a co-insurance clause attached to your policy, setting forth the fact that in the event of damage by fire, you waive claim for those damages sustained by the foundation of the building. You must, however, place insurance on the structure to the extent of at least 80 per cent. of the actual value and keep it insured to that extent.

To illustrate—suppose the building is worth $10,000, of which $2,500 is in the foundations, you insure for 80 per cent. of $10,000; that is, for $8,000. Suppose the ordinary rate is 1 per cent. and the co-insurance rate is 85 per cent. In one case the premium is $80.00 and in the other case $68.00 By using the lower rate your annual premium is $12.00 less.

Fulfill Obligations in Co-Insurance Contract

The co-insurance clause when used in connection with the contents of the building, furniture for example, requires of a man that he keep fully insured to the extent of 80 per cent. of the value of his stock (80 per cent. is the usual percentage required). This percentage must be watched, more particularly in these times when the values of stocks are going up all the time. The insurance companies, of course, make this reduced rate in the hope that thereby they will induce a man to insure more heavily, and if the clause is not lived up to by the insured he may be disappointed at the settlement he gets in case of fire.

For example, take an extreme case, where a stock of goods worth $10,000 is insured for $8,000 at the co-insurance rate. Since goods have been going up in price that stock has increased in value to, say, $15,000. According to his agreement the merchant is required to keep adding to his insurance from time to time as prices go up, until now he should carry a total of $12,000 (80 per cent. of $15,000) insurance. If he has done this he is all right, particularly if he has down-to-date stock sheets to prove the values. He will get a fair settlement in case of fire.

But, on the other hand, suppose he, like thousands of other merchants buys insurance at the low co-insurance rate and then does nothing to increase his insurance to match the rising values of his stock. Suppose he has a fire that destroys one-half his stock; where does he stand when it comes to a settlement?

The fire has destroyed goods to the value of $7,500. Had he been paying the ordinary rate of premium he could come upon the insurance company for $7,500; also, had he kept the stock insured to 80 per cent. of its real value he could collect $7,500. But, since he has not kept up his end of the bargain the insurance company proceed to adjust his claim just in proportion as they are liable under the contract. He should have been carrying $12,000 insurance; he was carrying only $8,000 insurance, so they pay him eight-twelfths of his loss, or $5,000.

If, however, the stock is damaged to the extent of 80 per cent. of its value the owner can collect the full amount of his insurance; in this case, $8,000.

In connection with this co-insurance, a re-valuation of buildings or plant after a term of years, and a stocktaking at least once a year or at seasons when stock fluctuates is recommended.

When Fire Risk is Increased

The question of increased risk to a property from any cause; for example, supposing the dealer makes some alterations to his store, or builds a garage in connection with it, or puts in an oil tank, or supposing a man rents the store adjoining and sets up a cleaning and pressing establishment, these must be reported to the insurance company and the rate adjusted to meet the changed circumstances. It is well, when changes or repairs in the building are contemplated, to have the agent insert a clause in the contract giving you protection for fifteen days at one time, while alterations are in progress, as otherwise the policy allows a total of only fifteen days during the entire year for

alterations. These extra fire hazards should be watched, as if fire occurs owing to them and the insurance company has not been notified regarding them, you are quite at the mercy of the company as to whether they allow you for the damage or not. As a matter of fact, they do not usually follow the strict letter of the law in this, but even although they may not do so it means a compromise settlement at the least.

Value of Equipment that Protects

When a merchant installs fire bucket tanks or fire extinguishers he is usually allowed a reduction of 5 per cent. on the premiums.

The sprinkler systems, while too expensive for any but the largest retail establishments, effect so enormous a saving in insurance premiums that a large concern cannot afford to postpone installation. The saving in cost of insurance will frequently pay the cost within five years.

The following figures will serve to illustrate the foregoing: On a building valued at $120,000 the annual insurance premium was $1,200. A sprinkler system was installed at a cost of $2,500. The cost of insurance under the new conditions was 35 cents per hundred dollars, or $420. This insurance, together with the cost of the upkeep of the sprinkler system, was estimated at $700 per year, leaving a net saving yearly of $500, or $2,500 and accumulated interest at the end of five years.

Other Insurance to Consider

The question of business insurance—the insurance of a member of the firm in favor of the firm, to offset the loss to the business by that man's death—and of partnership insurance to take care of the contingencies which arise upon the decease of a member—are too large to be dealt with in so short space as is at our disposal in this article. Suffice it to say here that business insurance and partnership insurance are recognized to-day as required by the best interests of any business to which they are adapted.

There are other branches of insurance which the up-to-date merchant is glad to buy. Plate glass to-day costs enormously more than it did a few years ago. If one of the large windows in your store should be smashed and you had to replace it yourself, this cost would astonish and confound you. Automobile and liability insurance may save you against the results of a damage suit for injury to some pedestrian, which would put you out of business.

The question of insurance is worthy of more attention than it commonly receives at the hands of the insured. In some lines of the retail trade the wholesale houses request that the policies of their customers be submitted to them for inspection, the wholesale houses supplying an expert insurance man to advise them on any unusual features which arise. There is little doubt that many merchants are too negligent in this important matter. The majority of them make no changes to correspond with an increase or decrease of stock, nor with the alterations in values. Depreciation in fixtures or fittings is not taken account of. It would appear that in these times when profits are being cut so finely, the average furniture man might well look more closely into the question of his insurance.

WINDOW SERVES IN MANY WAYS

It is no idle boast to say that the art of proper window displaying is second to no other feature of modern advertising and merchandising either in point of importance or improvement. The show window occupies a position peculiar to itself. It is the natural outcome of the theory to get everything in sight. It represents the closest connecting link between buyer and seller; the public and the merchant, and it is capable of unlimitable development.

It is not hard to recall that time when the average merchant still believed his store windows were doing their utmost by simply letting in the light, but merchandising methods the country over have undergone drastic changes for the better. The store window has not been overlooked in this era of advancement and progress.

It is not difficult to realize the value of the store window to the present-day merchant. He couldn't very well get along without it. It serves him in a hundred and one ways and is proving of inestimable service.



Orderly arrangement of dining room furniture in store interior.

SYSTEM IN THE FURNITURE STOCK ROOM

A little system in regard to the arrangement of goods in the store room will save much time to clerks, give a better service to customers and allow the dealer to keep a better check on his stock—*By J. R. Pontifex, Ottawa*

"Where have you been the last hour, John?"

"Looking for the leaves for that extension table for Mrs. Williams."

When time has been wasted in such a manner looking for the table leaves, and still more time for the chairs to complete the suite, it's time to start something. Fancy John and Harry and Tom, all wasting time in this manner and then figure out just what a loss it means.

System Creates Order Out of Chaos

It is very easy to change this state of affairs. It simply means putting system to work in the store room and creating order out of chaos. As a case in point, we will suppose that a shipment of goods has arrived and comprises walnut bedroom suites. The beds are set up with short side rails and the regular rails stored away till a customer purchases the goods. When the day arrives that sees the sale made, a helper is dispatched to find the sides and then the fun begins. He pulls out set after set from the stack, only to discover that they are some other maker's goods, or mahogany, while he is looking for walnut. By the time he is nearly through the pile he finds his package, is annoyed and probably expresses his annoyance. He goes off with the needed rails,, leaving the rest piled on other furniture at every angle—all in glorious confusion. On a future occasion, he or some other man will have to move the same rails to get at the goods beneath.

Did you ever do that in your store room?

If not, you must already have inaugurated some kind of a system.. If this condition exists in your store, however a perusal of this article will no doubt prove beneficial.

How to Arrange Room

Take a few hours' time and arrange things. A very little rough home carpentry will divide your store room into many different sections. With dining room table leaves to stack away, have a separate place for every maker's goods, and then subdivide these into sections for fumed oak, golden oak, walnut or mahogany. The same way with your chairs. Keep all kinds in a separate place. With brass and iron bed side rails, put each maker's rails by themselves as one make will not fit anothers' bed. Mattresses and springs can be stacked away, each style and size separate.

Put all children's furniture by itself and arrange verandah goods, refrigerators, kitchen cabinets so that they are easily located.

Value of Orderly Arrangement

This arrangement will save space and mean quicker service to the customer and a better feeling in the helper, who will be saved much work moving furniture from place to place.

Imagine what this means when a list of stock on hand is wanted in a hurry. Suppose you buy fumed oak chairs and when they arrive it turns out that you really wanted golden oak. You are both over-stocked and under-stocked and yet not in a position to give good service. An agent for mattresses comes along when you are pressed for time. Are you going to order by guess work or memory as to what you require? You know in a minute when you have a proper system installed and it is better to be prepared than to have to regret to a customer that you have every size in stock—but the one she wants. A certain line seems dead stock and is hanging on. You can notice it easily, when goods are properly arranged, and decide which is the best way to work it off.

Helps at Stock Taking Time

When stock taking comes along matters are greatly simplified because each maker's goods are together. This fact will be better appreciated in the office than by the selling force. It means less turning about for different price lists to find costs of the goods and consequently less labor to complete inventory figures.

This arrangement also makes for tidy methods in the store. A staff instructed to use system in the store room, will carry the idea into other places. Efficiency will reduce the staff or allow a greater volume of trade to be done with the same staff. It will be of great assistance when changes are necessary as strangers will readily find the goods desired.

Wasted Time Means Lost Profits

Time is money and wasted time means lost profits. In these days of conservation of food and materials, with a situation that may become more and more serious as time goes on, it behooves us as Canadian citizens to be up and doing, to see to it that we "carry on" even under war conditions. If the going gets hard and the road seems rough, it is far better to be saving what we can by system, than losing what may be the difference between success and failure, by our inability to accept conditions as we find them.

CAN WE CHAIN THE FIRE FIEND?

There are some very interesting and instructive diagrams in a bulletin on forest fires just issued by the Forestry Branch of the Department of the Interior. These diagrams show that throughout Canada, whenever the rainfall becomes unusually light, the number of fires increase. Generally speaking, too, the higher the temperature the greater the danger of fire. The bulletin is entitled "Forest Fires in Canada, 1914-16," and the extent of the losses to the nation from this cause makes the publication of particular value. The statement of these losses will aid in arousing Canadians to the need of stopping forest fires, and details of statistics will show that forest fires can be stopped, just as surely as losses are kept down by a good fire brigade in a city.

Practical Methods Used by Other Furniture Dealers

Ideas and plans that other Canadian furniture men have found useful in promoting trade.

A GOOD many furniture dealers have been helping out trade to a considerable extent during the past year by trying to instil into the minds of the purchasing public the thought of better homes. One firm that has been doing considerable along this line, is Wright's Limited, of Sydney, N.S. One ad. on the subject read as follows: "While you sit at home you have the opportunity of enjoying its comforts. You can rest from the toils of the busy day and spend your evening hours in reading and otherwise enjoying 'the evening at home.'

"Let us then make our watchword, a home year, and talk better homes. This will make you look to the comforts of the living room. Is your home one of the better homes? Have you looked to its comfort and beauty? Have you used good taste in furnishing the living room? Never have the furniture industries striven more to make better furniture for better homes. It will be our aim to give you that better furniture for better homes, a high standard of quality at reasonable prices."

DON'T BE AFRAID TO BE HOSPITABLE

You are having a special sale. Tables, or chairs, or some other article. But you are selling something along with them—the permanent reputation of your store. Don't be afraid to be hospitable. Don't hesitate to give service. Don't insist on the sale before you please the customer. The only reason the "bargain-sale" is a stage joke is because it is so often the last time the buyer enters the store. Be practical. Unloose the latch-string.

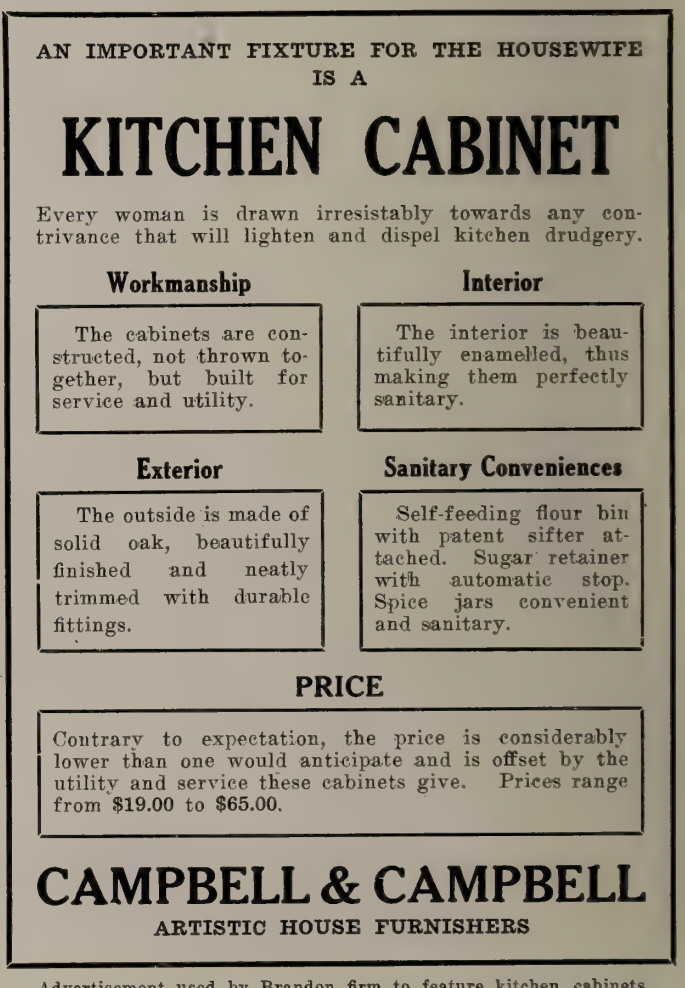
FEATURING ONE SPECIAL LINE DURING MONTH

We have frequently pointed out the advantage of making a strong drive on one specific line during each month. Concentrating all selling forces on one line is bound to create interest.

This plan was followed by Green's Furniture Store last February. Bedroom furniture was specialized on. The introduction to one ad, devoted to the line, read: "A daintily furnished bedroom which combines cheerfulness with comfort and artistic quality is an ideal which every woman is justified in striving for. Bedroom furnishings of artistic excellence can be seen during February, at prices which are obviously lower than the real value. A visit of inspection will not obligate you to buy, but the information gained will be especially valuable to those who desire quality at moderate prices."



Kitchen cabinet ad. of Hamilton furniture dealer.



Advertisement used by Brandon firm to feature kitchen cabinets.

Canadian Furniture World

TORONTO AUGUST 1918 CANADA

Figures of To-day May Mislead

We have pointed out before that retailers do not want to be mislead by the larger sales figures which are being attained these days, as they are, to a greater or less extent, the result of advanced prices for merchandise and do not necessarily indicate larger profits, at least not in proportion to what they would have been previous to the war.

There is another feature to consider also—that while many merchants may be making more money, it does not mean any greater net worth as more is required to live. As pointed out by The Decorative Furnisher, a number of retail merchants at the present time are glorying in the fact that their sales totals, so far, are greater than they were a year ago. Their records show they have made more money, in dollars and cents, than they ever made in any similar period—and they are extremely happy.

A certain merchant, in fact, is so pleased with the business he has done this year that he is not making any effort to secure extra business. "I am making more than I made last year," he is reported to have said, "so why should I tire myself out looking for more work?"

Without doubt many merchants are making more money this year than they made last, but, none the less, the matter of extra profits is a snare and a delusion.

They may be making more money, that is true, but they are forgetting that the buying value of a dollar to-day is less than it was a year ago. A dollar to-day has a buying value of scarcely more than fifty or sixty cents. Therefore, the extra money they are making, superficially, is, in reality, worth less in value to-day than it was four years ago.

All merchants should get all the extra business they can. They will need it if the money value of their profits is to equal the value of money in 1914.

Ten dollars may be ten dollars, quite true, so far as arithmetic is concerned, but if it will only buy five dollars' worth of merchandise, it is high time for a merchant to look at his profits in another than an arithmetical way. A thousand dollars to-day is only equal, in buying value, to five hundred dollars four years ago, and, for that reason, unless a merchant is really making twice as much money now as he made in 1914, his business is actually going behind instead of advancing.

Give this matter a little consideration; it will prove worth your while.

* * *

Make the Most of Opportunities

Many dealers are too easily satisfied—do not make the most of their opportunities. They are too contented with a moderate success when much greater attainments are possible. It is sometimes the case that they do not appreciate their possibilities, but more often that they are content to "let well enough alone."

Several years ago there was a certain retail store in one of our largest cities, managed by an Englishman; austere, conservative, dignified; a man who would have been shocked to see his shop advertised in an American newspaper. He had an exclusive trade and his net profits amounted to $20,000 a year. This Englishman died. His assistant, an aggressive young American, took charge. He advertised; advertised continuously in the best local newspaper. At the end of the first year under his management this exclusive shop made a net profit of over $80,000. Why? Simply because there are 500,000 well-to-do people in that city who never knew that this shop existed or knew what lines were carried by it, until they saw those advertisements in the newspaper; and the shop has an excellent street location, too.

Here is another case. A dealer with whom I was talking recently, told me that in a recent conversation with a brother merchant, he asked him if he read a certain trade paper. He replied that he did not—that he had never subscribed for a trade paper and had managed to make a fair success of his business.

But, as the first dealer remarked to me, "He has certainly made quite a success of his business, but he does not realize that he might have made a much larger success if he had only been a diligent reader of a good trade paper."

* * *

Guard Against Dull Season-itis

A dreadful disease that attacks a good many merchants at this time of the year is "Dull Season-itis." The general public—the people who buy things—are not generally attacked directly by it, but frequently have it communicated to them by merchants who are its victims. The public, in fact, are usually inclined to go on earning and spending money.

The merchant should endeavor to guard against this dread affliction. The maintenance of selling effort through the season is the cure. A full dose of inspiration and ambition backed up by plenty of advertising and display effort will be found successful in combatting the disease.

* * *

A Glass of Water Anyway

The more conveniences and comforts you provide for customers, the stronger you will bind them to your store. Some of the big city stores give a good deal of time and spend considerable money to provide conveniences for those who visit their establishments.

During the warm weather even the small store should do what it can to make customers comfortable. It will put them in better buying humor. It is a good time to feature a rest room. Many customers appre-

ciate a place where they can wash. Electric fans make a big difference on a warm day.

Do all you can to make customers cool. Even if you can't see your way to do any more provide a container where customers coming in out of the warm sun can get a cool drink of water.

Make your store appear cool too. The use of flowers and branches will help considerably in this direction.

* * *

Providing Proper Selections in Small Towns

In our last issue, we pointed out editorially that one of the big incentives to mail order buying by people in small towns was the lack of selection in stock shown by local dealers due to one trying to encroach on the legitimate trade of the other with the result that no one dealer got sufficient trade in any one line to carry a representative selection.

This point is illustrated by the experience of Frank Stockdale, retailing counsel of the Advertising Clubs of the World in a western town. On his first visit he found that seven stores were carrying shoes. This interested him so much that he made an investigation of the local shoe situation and discovered, among other things, that the cashier of the local bank and one or two other prominent men drove over to a town not much larger, twenty miles away, to buy their shoes.

The reason was apparent. So many different dealers were attempting to handle shoes that not one of them carried a comprehensive stock, and none had shoes to suit the banker. He showed that there was enough money invested in shoes in that town to provide sizes and styles for a community twice as large, yet local men and women were forced to go elsewhere to get satisfactory shoe service. The trouble was overlapping lines. Too many merchants carried incomplete lines that lost money for themselves, their competitors and the manufacturer who sold them the shoes. Nobody was pushing the shoe business. In the long run, this meant that the community was buying fewer shoes, all told, than it might have bought had enterprising merchants been introducing new styles and attractive shoes in a modern way.

His talk, as he found in the community on the second visit, bore fruit. The number of shoe lines had been reduced and the amount of sales increased. Customers were better satisfied, the merchants made more money and manufacturers, of course, supplied the increased demand.

If all dealers in small towns would work together and not encroach on each other's rightful field, they would be better able to carry a selection and thus head off out-of-town buying.

* * *

Development of Initiative

In the conduct of the war it is the men who do things on their own initiative in the pinches who carry off the military medals. It is much the same with the salesmen in the business world. The laurels go to those men who do things on their own initiative occasionally without direction from the manager or proprietor.

Of course, there must be a head to direct the general work. The men under him must obey, but on occasion they must act on their own initiative.

Try the idea out on your own sales force. Many a time a man must act without direction. The man who acts right is the real thing. Keep your eyes on your men for instances of such initiative. It's what a man does—and does right—without being told, that proves his right to advancement. The advance on the Somme is a Big Brother to the advance on the payroll. On this basis, at least, war and business are much the same.

* * *

Taking of Discounts

A good many retailers add a good deal of profit during the year by taking advantage of discounts offered for cash. Take even the matter of a 1 per cent. discount in 10 days in lieu of 30 days net. This practically means 1 per cent. on money for 20 days. If money could be kept working at this rate continuously throughout the year it would mean 18 per cent., certainly not a dividend to be passed up without real necessity.

Dealers should have a plan for keeping track of those accounts on which discounts are available. They will amount to a considerable sum in the course of a year.

* * *

Give the Wife Due Credit

The merchant's wife is not always given the credit that she rightly deserves for the part she has played in the dealer's success. How frequently is it the case, particularly with the merchant who has started in a small way, that his wife has rendered valuable assistance, not only in the saving of expense by helping in actual store work, but by her advice in matters vitally affecting the business. There are few merchants who began with a limited amount of cash and experience who cannot recall instances where they have been saved from pitfalls—yes, frequently from disaster—by the wise counselings of their better-halfs.

And yet when the rough waters have been passed and smooth sailing is in sight, how often do we find that a proper feeling of appreciation is lacking in those merchants who have been so helped. When the public begin to sing their praises and refer to them as successful—when the time comes that the business is carried on to a certain extent by the wave of its own success, and the wife's direct help and advice is no longer needed—the dealer is inclined to forget the days gone by when his wife was a source of great help and encouragement, and at a time when such help and encouragement was needed the most.

So give the wife her due credit for the service she has rendered. She courts no publicity as to what she has done, but merely a proper appreciation and acknowledgment on the part of her husband that she has played some small part in the attaining of his success.

* * *

Making Capital of Misfortune

We have pointed out before that the dealer who is inclined to look on the bright side of things can frequently make capital out of misfortune. A runaway automobile recently demolished the plate glass window of a store; the owner converted the mishap into a smile-compelling incident by placing in the window a placard, "Automobiles will hereafter please use the main entrance."

Merchandising Suggestions from Our Exchanges

Methods and ideas in furniture retailing as seen by other journals

CONFIDENCE

"How can I sell more furniture this summer?" That's the all important question right now. And the answer is amazingly simple. By gaining the confidence of a greater number of probable buyers.

So far so good—but where are these "probable buyers," and how can their confidence be won? It is safe to say that the source of demand for your furniture is in the "worth-while homes in your own immediate neighborhood—not the homes of the very rich, nor those of the hopelessly poor, but rather the homes of those good substantial citizens who throng our streets, fill our stores, own their own homes and have a buying power great enough to supply their families with all of the necessities and some of the luxuries of life.

And the dividing line between necessity and luxury depends entirely on the individual point of view.—Grand Rapids Furniture Record.

TELL THEM ABOUT THE BETTER KIND

It is surprising to note the great number of furniture dealers who devote the greater portion of their advertising space to the subject of cheap furniture. In fact, they seem to be trying to outdo each other in telling the public how cheaply they can sell furniture. Running through one of the big dailies, recently, there was only one advertisement that told the story of good furniture, the various pieces offered being priced at a figure that would convince the average reader that the furniture was more than ordinary in quality. Some dealers seem to have a sort of fear of driving the trade away if they offer a bedroom suite for sale at a figure higher than one hundred dollars. They much prefer to advertise that they will throw in the furnishings of two more rooms and give the whole for two hundred. One dealer starts this competitive ball rolling and the rest try to beat him. We wonder if the fellows who own the stores ever sat down at home and read their own ads over with the idea of trying to convince themselves that the announcements would actually sell them if they were in the market. It is not very probable that one single dealer would advise his wife, son or daughter to even call at the store to inspect the furniture offered, even if he were a "greenhorn" and knew little about quality. Aside from that portion of the populace who earn meager wages and care little about the joys of a well-furnished home, such advertisements as most dealers use will attract but very few of those buyers who want good furniture. These generally find out where to go to get it by scanning the columns of their favorite paper. Put yourself in the place of the prospective furniture buyer. Just imagine you are about to furnish a home. Look over the papers and then ask yourself if you feel like buying from the concern who advertises only cheap furniture. Right away the thought prevails that if this store uses so much valuable space to tell about a lot of cheap furniture, it must naturally make a specialty of that class of goods. If not, they surely would talk about their other better grades. Stores are judged by what they put into their advertisements. The ad-writers of the big metropolitan stores that cater to the good trade, prepare copy that is intended to interest that class of trade. They describe and illustrate a class of goods that gives the reader confidence in the store. The reputation of the store is enhanced by advertising good furniture, whereas, on the contrary, the store that uses its space to advertise cheap furniture is going backward instead of forward. The store that wishes good trade must advertise good furniture—must carry dignified announcements and have the furniture on the floors to back up every claim. It is true that more cheap furniture is sold than of the better grades, but it is equally true that almost every other sale of cheap furniture makes an eventual enemy for the store. Remember this—"The sweetness of low price never equals the bitterness of poor quality."—The Furniture Worker.

REPUTATION AT YOUR BANK

Methods of business to-day are such that it is difficut for any business man to avoid borrowing money, either directly from a bank or by means of "merchandise" notes. Most men attend to such obligations when due, even though extensions of time must be asked, but too many business men are careless in this respect. In numerous banks on any given day, if you could look over the bank examiner's shoulder, you would find several overdue notes classified as "dishonored paper," which have been neglected through mere carelessness. In many cases the makers of the notes will go to the bank in a day or two and either pay the full amount thereof or effect renewals. In cases of pure neglect the bank sustains no loss, but the business man who does not attend promptly to such matters suffers a severe loss—a loss of reputation for reliability. When any man finds that he will not be able to pay his note in full, he should go to the bank several days before the note becomes due and explain his position frankly. If believed, and entitled to a renewal with or without payment on account, he will obtain the accommodation. In any event, by giving the matter his prompt attention his reputation as a man who will do his best will remain untarnished.—Grand Rapids Furniture Record.

FUNDAMENTALS IN ADVERTISING

To my mind there are only three fundamental principles in advertising; namely, be honest, be sensible be persistent. I say be honest, because every advertiser should remember that advertising doesn't create value, it merely tells of it. The value has to be in the article itself. I say to be sensible because the majority of people who read copy are endowed with good common sense. I say to be persistent because you have to keep everlastingly at it. People soon forget, and unless we keep persistently at advertising we had better not begin at all.—Hugh Chalmers.



Guy Luke made an ideal toastmaster

Hamilton Furniture Dealers Cut Loose

at Annual Picnic—Toronto dealers and furniture travellers help out the celebration.

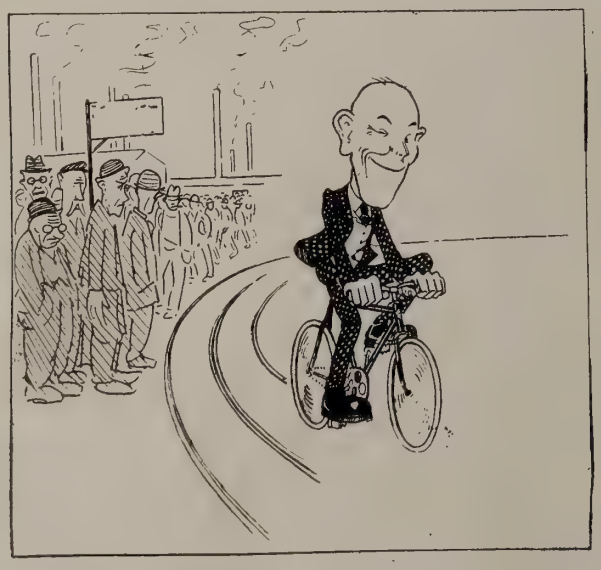


And Bill Nash was fine as master of ceremonies

BIGGER, grander, more gigantic than ever—as the circus posters say—was the Associated Furniture Dealers of Hamilton annual picnic held at Hamilton, on Wednesday afternoon, July 17. Burlington Beach not being large enough to hold the anticipated crowd, the event was held at Dundurn Park.

The invitation to the affair was an elaborate effort, taxing the brains of Frank Walker and his associates, Guy Luke and Bill Nash. It was issued from "under the mountain," to all privates in furniture game and contained the warning that the tribunal appointed by the Hamilton dealers demanded the presence of all interested in furniture selling at the camp to show just cause why they should not be conscripted into the "Spindle leg and glue battalion," to see if they are fit for furniture service or discarded to class P. The warning was issued to all between the ages of 17 and 97, no excuse being taken. The warning was signed by Col. Pan Handle, and the colonel was much sought after on picnic day.

Arrived at the camp the baseballites were sent to the valley to contest for the prizes, and also that the balls might not get lost through rough usage by the hard hitters. The order of business started off by program was all right—2 p.m., meet at Dundurn Park Camp; 2.01, show registration card and get furniture tag; 2.15, umpire chosen; 2.17, big ball game; 2.30, war on between rival captains; 2.31, umpire attacked in the rear; 2.32, umpire killed; 2.33, new umpire; 2.40 no one's game; 3, game concluded.



Sam Avery rode away from the crowd in the beauty contest. Note the looks of disgust on the faces of Louis Yolles, Eddie Bagshaw, Jim Dore, and the rest of the "has-beens."

There were two ball games, the first between the furniture travellers and the Hamilton employees of furniture stores, for the possession of the challenge cup. The travellers won, 8 to 5, with the assistance of Umpires Sam Avery on balls and strikes, and Bill White on the bases. The winners team was made up of Matt Brown, Wallie Bateman, Frank Gifford, Joe Parsons, C. Farquharson, F. W. Trebell, Jim Dore, J. Shontz, with J. Adams and Bill Stearn as pitcher and catcher.

The employees lined up against this mob were Buscombe, Tomlinson, Thompson, Gidley, Wright, Kent, Fifield, with Murray Souter pitching, and Whitehouse catching.

The second game was between the Hamilton and Toronto dealers for a case of the Glasco Company's jam. It was won by the Ambitious City crew 15 to 8. The Hamiltonians lined up in this order: Simpson, Smith, Kelly, Malcolm, Beech, Lowry, Cowan, Thompson, Young. The Toronto bunch were Tadman, Mosier, Newton, Wilkinson, Durst, Burroughes, Lindsay, McHattie.

Following the baseball games, the gang adjourned to the upper field where the races were contested. The "Beauty Contest" was won by Sam Avery of Caledonia, after Louis Yolles had been snaked away and the others were eliminated by due process. The prize was a dinner gong presented by the Robinson Co.

The Fat Man's Race was won by George Wilkinson, and he had the pleasure of carrying home a fine jardiniere stand. The race for the married men employed by Hamilton dealers was won by J. Skeddon, with A. Thompson in second place. The former won a mahogany pedestal given by the Home Outfitting Co., and the latter an O'Cedar mop given by Ralph Smith. The unmarried employees race went to J. Lowry, a brass smoker's outfit donated by the Dominion Housefurnishing Co.

"Gold Medal" Bill Byron with Harbison as partner won the three-legged race, a couple of smoker's outfits given by Malcolm and Souter, and Webster won the running backward race, a framed picture, the gift of Guy Luke. Frank Gifford won the Guests' Race, the prize being a dinner tray, given by the Green Furniture Co., and a specially matched race of 700 yards for a five dollar gold piece, between Eddie Bagshaw and Bill White, was won by Eddie after a strenuous run.

The tug-o-war between travellers and dealers was

won by the dealers, the travellers were pulled around the park.

The cheerful announcement of "supper ready" had the effect of lining up the crowd, and, led off by Bert Menzie, who also was choir director, the hungry furniture men made a tour of the park, passing the hungrier lion, the Hamilton police force, the ladies, and notching all the trees on the march past. Eventually the pavilion was reached, where, passports inspected, the company fell to the good eatables provided. The banquet meno was as follows:

Soups

Sponge Consomme Golden Hair a Jus Poison Ivy Cream

Fresh Water Foods

Dog Fish Livers (smothered with scales) Sword Fish
Rubber Neck Clams (with fish limbs)

Entrees

Elephant's Leg on Toast Quail Feather (Burnt)
Fancy Caterpillars
Pickled Eel's Feet (Camphor Sauce) Boneless Liver

Vegetables

Sunflowers Stewed Pansies
Violet Onions

Dessert

Loose Pie (Enos Style) Steel Pie Wagon Nuts
Horse Chestnuts Bolts and Nuts
Dam-Fin-o Cigars
Fire Crackers Dog Crackers

Following the banquet was the distribution of prizes, the gifts being handed out by C. Coyell in Clarence's own inimitable style. Then followed the speeches—John R. Shaw, Canada Furniture Manufacturers, Ltd., Woodstock, on the furniture outlook; F. E. Coombe, Coombe Furniture Co. Ltd., Kincardine, on upholstered furniture; James Acton, Toronto; and C. Farquharson, Farquharson-Gifford, Stratford.

Other Short Speeches

Clean your plate of beans and pea—Bill Beney.

If you don't believe me, ask Jim Malcolm.—Tom Inglis.

Some people like rum, other people like rhum, but I like both.—Pat. Sommerville.

Riddle—Iron crosses are made of iron; wooden beds are made of wood; but what are Menzie's beds made of? Answer: Fighting iron (scrap).—Jack McLaughlin.

We have been told that Jack Montgomery would be willing to sell all his trotting horses and give up party politics to accept the chairmanship of the Hydro Power Commission when Sir Adam Beck resigns.—Louis Yolles.

Matt Brown went to his grip one day to give Wallie Bateman a drink, but when he got there, the grip it was bare, now Wallie is sulky.—Percy Brown.

Eddie Bagshaw stood upon the deck, piping pretty



Pres. Frank Walker and Bill White, carrying Ed. Bagshaw, after his race, up to get his five dollar gold piece.

girls by heck. When he was called he would not go. Eddie has good taste you know.—Bill White.

Jimmy Dore, a father of seven, had a dream he went to heaven; look out Jim, that seven come eleven.—Bill Dalby.

Bill White is a wonderful salesman, in Windsor he makes a big hit; he might mend legs on tables and chairs, but on ladies, why, we'll say nit.—Eddie Bagshaw.

Plating the Plater

Before the conclusion of the ceremonies an unadvertised stunt was pulled off when Frank Walker, a much surprised man, was called up by Toastmaster Guy Luke and in a choicely worded little address was presented with an engraved silver dinner tray. Mr. Walker was dumbfounded, and so had to let any reply he was capable of making by the boards. Frank has been president of the Hamilton Dealers' Association since its foundation, and now that he is retiring from furniture selling to take up another line, felt that the post should be held by a furniture man. He promised all capable assistance in the future and the boys cheered him on. He suggested alternating the annual picnic between Hamilton and Toronto. "He's a Jolly Good Fellow," greeted Frank when he rose to get his plate.

otos by Dave Souter, official photographer.



Fat Man's Race—Frank Walker cheering on Ed. Bagshaw and Bill White to beat out Geo. Wilkinson.



Frank Gifford is "some" ball player, also racer.



First heat in three-legged race—"Gold Medal" Bill Byron and his companion winning from the plow horses.

OUTLOOK *for* CANADIAN FURNITURE TRADE

Gist of an interesting address delivered at Hamilton furniture dealers' picnic by John R. Shaw, President Canada Furniture Manufacturers, Limited, Woodstock — The war and its effect on the furniture industry.

THE story of the growth of the furniture industry in Ontario is not exactly a romantic one, though it is an interesting tale. Ontario, originally a wooded country, its towns had no particular advantage to offer in the way of site for any furniture industry except those which possessed advantages in the shape of shipping facilities.

First came the sawmill, the proprietor setting up his mill on a stream, and preferably near a waterpower, where he could get in his logs and obtain power to run his saws. This was the forerunner of the furniture factory, and supplied it with its raw material. Next came the grist mill, and then followed the building up of the settlement or little town. So we see that the furniture industry has helped the founding and building of a number of Ontario villages and towns.

But we are interested in present conditions in the furniture trade. Wood was plentiful in the old days and it was not necessary to import our wood for furniture making. Now, however, we bring in gumwood and quartered oak from the south. Just at present all these imported woods are to be had only at inflated prices. Maple is double the price it was a year ago; and mahogany, which comes from overseas, has run to nearly four times its former cost. I know a manufacturer who paid $16,000 to bring in a cargo of mahogany a year ago, and this year he had to pay $60,000 in advance for a similar cargo.

There is, too, a scarcity of the better woods used in furniture making, and as a result we are using again the native and black walnut of America for the better grades of furniture. But we cannot depend too much on walnut supplies. Walnut is the premier wood used in the making of gunstocks, and the best available source of walnut for this purpose up to the opening of war was the Hartz Mountains in Germany.

Walnut stands best all atmospheric conditions, and because of this it was taken for gunstock making; so when the Hartz Mountain source of supply was cut off by the present world war, a substitute had to be found, and it was found in the black walnut of America. As a result of this, black walnut culls are about all that can be obtained by the furniture manufacturers.

There is an adequate supply of oak. No great amount of building is being done in Canada or the United States at present, but oak is used and is wanted for shipbuilding, railway car-building, ties, etc.

Glass has increased in price. Glass formerly came from Belgium and Northern France. Both these countries are now shut up as sources of supply, and we must turn elsewhere for our glass. The U. S. are now practically the only source of supply. The best glass sand is to be found in Belgium, but very good glass is coming from the U. S. Glass is sold on grade. It costs just as much to produce poor stuff as glass of the best quality, so when a run of glass is off the experts come and grade the stock and on its grade a price is set. Where formerly glass cost us six cents, to-day we have to pay 36 cents.

Glue is another item that enters into the making of furniture. At present glue is prohibited from export from the U. S. So practically the only thing that costs us less to-day is power, due to the good work of the Hydro-Electric Commission.

Then there is the question of labor. At present it is scarce. Labor has not been sufficiently paid in the past, not in furniture making. It has not been paid as well as in some other classes of work. There was a reason for this: Factories were scattered over the Province and when a man got a place in a furniture factory he usually brought along his family and located in the town, and so became somewhat of a fixture. But with our young men gone to war and the growth of the automobile industry there has come about a change. That industry has been enabled to offer attractive posts to upholsterers in furniture factories and to cabinet-makers. And as a result we are now employing girls, men over middle age and young boys.



Mr. Shaw "looking over" some of the sporting events at the Hamilton picnic.

Another reason why wages have been low is that furniture has been sold too cheap. But there will be no more cheap furniture. The use of walnut as a furniture wood will be a dead issue in the near future. For the reasons already given, walnut trees are sought for making into gunstocks, and the papers contain notices offering prizes to those who can give information about the location of walnut trees. So we must use other woods.

Then there is the value placed on the productions of other industries. Why should

a man who goes into a store around the corner and lays out $135 for a phonograph, pay only $35 for a sideboard in your store? There is just as much wood and just as good workmanship in the latter as in the former.

We must live and learn, and there are many lessons to be learned from the old land. The U. S. Government lately appointed a commission to investigate industrial conditions after the war. This commission, called the U. S. Federal Board, reported recently that there was among the manufacturers of the States, a lack of information about their own products, 90 per cent. of the factories under review had no cost system. Most of them based their costs on a rule of thumb, or on what competitors were charging. This same condition applied to Canada.

In the bread-making industry a Government investigation allowed manufacturers to write 10 per cent. off machinery and allowed a 15 per cent. profit before that industry could be charged with making an undue profit.

Before taxes on excess profits in the ammunition factories are to be charged, manufacturers are allowed to write off the whole cost of machinery in three years, or 33 1/3 per cent. yearly. Furniture manufacturers have not allowed a cent for depreciation of machinery although any new machine might come along that would throw some of the present equipment into the discard.

It has been regarded in the past as a good trade motto that "Competition is the life of trade," but it is coming to be regarded that competition is the death of trade, and co-operation is the life of trade. Col. Carnegie gave an address recently in Toronto before the furniture manufacturers and suggested that in the interest of harmony and of better trade, manufacturers and retailers should get together and discuss matters of mutual interest. For instance the cutting down of designs might be considered at such a gathering, and workman's wages is another subject for discussion.

The old day of individual effort is gone forever. The war has taught us the lesson of pulling together. The Empire and the colonies, the Dominion and the provinces—and the autocracy, as represented by Germany, would give way to democracy, and competition in trade to co-operative efforts.

F. E. Coombe, of the F. E. Coombe Furniture Co., Ltd., Kincardine, also spoke, taking as his subject the upholstered furniture industry. This address we will publish in our next issue.

HOW TO CARE FOR HORSES IN HOT WEATHER

Load lightly, and drive slowly. Stop in the shade if possible. Water your horse as often as possible. So long as a horse is working, water in small quantities will not hurt him. But let him drink only a few swallows if he is going to stand still. Do not fail to water him at night, after he has eaten his hay.

When he comes in after work, sponge off the harness marks and sweat, his eyes, his nose and mouth and the dock. Wash his feet but not his legs. If the thermometer is 75 degrees or higher, wipe him all over with a damp sponge, using vinegar water if possible. Do not wash the horse at night.

Saturday night, give a bran mash, lukewarm; and add a tablespoonful of saltpetre. Do not use a horse-hat, unless it is a canopy-top hat. The ordinary bell-shaped hat does more harm than good. A sponge on top of the head, or even a cloth, is good if kept wet. If dry it is worse than nothing.

If the horse is overcome by heat, get him into the shade, remove harness and bridle, wash out his mouth, sponge him all over, shower his legs, and give him two ounces of aromatic spirits of ammonia, or two ounces of sweet spirits of nitre, in a pint of water; or give him a pint of coffee, warm. Cool his head at once, using cold water, or, if necessary, chopped ice.

If the horse is off his feed, try him with two quarts of oats mixed with bran, and a little water; and add a little salt or sugar. Or give him oatmeal gruel or barley water to drink.

Watch your horse. If he stops sweating suddenly, or if he breathes short and quick, or if his ears droop, of if he stands with his legs braced sideways, he is in danger of a heat or sun stroke and needs attention at once. If it is so hot that the horse sweats in the stable at night, tie him outside, with bedding under him.

FEATURE FACT THAT SUMMER FURNITURE CAN BE USED IN WINTER

With part of the summer already gone, people are rather backward in investing money in what is classed as summer furniture, on account of the impression that they will have only a month or so to use it and then they will have to put it away for another season. It is therefore well to feature the fact that special summer furniture of the right kind can be utilized throughout the entire year. This was done by the T. Eaton Company of Toronto, in a recent ad. It was headed "Furniture that serves for verandahs in summer and for sunrooms and sitting-rooms in winter."

DEAD—BUT NOT AT REST

Bill Worry
Owned a Furniture Store.
A likely chap, was Bill,
With Great Promise, folks thought.
Lots of ambition,
And always onthe job.
But Bill worried.
He worried new goods would be late.
When they came,
He worried they wouldn't sell.
When they sold,
He worried customers would bring them back.
When they didn't, he worried
They were sore.
He worried his store
Would burn up.
That his customers
Wouldn't pay their debts.
He worried about his clerks
Not earning their money.
He worried about turnover,
And overhead,
And advertising.
He worried that his brother's
Wife's Sister's Nephew's Baby
Would get the measles.
Bill worried that he might get sick.
And die.
And he did.
And Bill's still worrying,
Under six feet of sod,
For fear St. Peter
Won't Recognize Him
On Judgment Day.

KNOBS *of* NEWS

Thos. Chapman and W. B. Lemont, recently started a furniture business in Fredericton, N.B.

Chas. Boutelle, of Chas. Boutelle & Son, furniture dealers, of Danville, Que., passed away in July.

The large block owned by Wm. Beamish, furniture dealer and undertaker, of Pembroke, Ont., was destroyed by fire on July 15, together with his stock.

Fred. Beulne, formerly accountant and manager for J. B. Larose, of Hull, Que., has opened a retail furniture store in Hull.

The retail furniture stores of Winnipeg are being closed at one o'clock on Saturdays during July and August, in order to allow employees more time for recreation.

The Ives Modern Bedstead Company, of Cornwall, Ont., and Winnipeg, Man., have been appointed to take charge of the sale of the products of the Marshall Sanitary Mattress Co. Ltd., of Toronto.

One of the new exhibitors of talking machines at the Canadian National Exhibition at Toronto this year will be the George McLagan Furniture Co. Ltd., of Stratford, who will show their "McLagan" machine, with many new and exceptionally fine patterns recently added.

The U. S. War Trade Board announce that all outstanding licenses for the importation of Kapoc, except such as may be consigned to the U. S. Government, have been revoked. Hereafter, no licenses for the importation of Kapoc will be issued except for Government purposes.

The Green Furnishing Company, of Hamilton, have purchased the business of the Hoodless Furniture Company, which firm has been in business in the Ambitious City for 68 years. The Green Furnishing Company, which is now erecting larger premises on King St. E., also purchased the stock of Walker & Co., last year.

The funeral of George McLagan, of Stratford, Ont., whose death was recorded in the July issue of The Furniture World, was one of the largest ever seen in Stratford, nearly all the public bodies, including the City Council, attending. Rev. Dr. Hughson, Rev. H. Hale, and Rev. Dr. Martin, of Stratford, and Rev. Dr. W. J. McKay, editor of The Canadian Baptist, Toronto, assisted at the service, while many out-of-town people attended the funeral.

MARSHALL PATENTED SPRING

A new improved patented spring is now being used in their mattresses and cushions by the Marshall Ventilated Mattress Company Ltd., of Toronto. At the end of the old style spring there was a little hook which was wont to catch in the fabric and work through the cloth. This bad feature is entirely eliminated in the new style spring as the end of the wire is doubled back through the upper spiral and points downward, so that no matter how the spring is compressed these ends always point toward the centre. The new spring is illustrated in the advertisement of the Marshall Company in this issue.

GOLD MEDAL FURNITURE EXHIBITION IN TORONTO

The Gold Medal Furniture Manufacturing Co. Ltd., held a most successful furniture exhibition from July 10th to 20th, showing principally upholstered living room furniture and parlor suites, many of the new lines made up in the new velours and English, Italian and American tapestries. The number of visitors both from Toronto and outside points was very encouraging and showed keen interest in the new lines of furniture. Not only were there very high grade Chesterfields with chairs to match, on display, but many designs of medium priced three-piece overstuff suites. The visitors were delighted with the exceptionally large display of new velours and tapestries, and the amount of orders taken showed their appreciation and desire for an immediate showing in their various display rooms.

Among the new furniture shown were new designs in Chesterfields on period lines, davenports and divanettes in William and Mary, and Adam periods, and a full line of player roll and record cabinets.

CEDAR GOODS ADVANCED

D. L. Shafer & Co., of St. Thomas, Ont., announce that owing to the rapidly increasing cost of raw material entering into the manufacture of their goods that they are forced to advance their prices. The discount for the time-being is 30 per cent. instead of 40 per cent. off list price.

NEW GOLD MEDAL CATALOGUE

The Gold Medal Furniture Manufacturing Co. Ltd., of Toronto, announce that they will soon have a new catalogue prepared for mailing, and any request for cuts will be quickly responded to.

Never be downhearted; don't let your courage fade. If you get a lemon, just make the lemon aid.



No. 38221—Rheims Cathedral, in powdered gold, antique frame—from Phillips Mfg. Co., Ltd. line.

HOW MUCH ARE YOUR WINDOWS WORTH?

By H. R. May.

THE windows of retail furniture stores have always been regarded as a valuable advertising medium. To-day they are more highly regarded than ever before. Merchants occupying old buildings have been spending large sums in improving their windows; enlarging them; fitting them with effective lighting apparatus; building special backgrounds and providing suitable accessories to make the furniture look as it might be in any modern home.

Lord & Taylor's window in New York, is made so that it will descend bodily to the floor below, where it is dressed and then raised to the street level by means of machinery. One of these large window displays can be assembled and put in shape for the public view in a few minutes, a small army of men being ready to make the change below.

The estimated value of the windows in the great New York stores contain big figures. Macy's windows are said to be worth $100,000 a year, or one-fifth as much as the expenditure for newspaper advertising. A Fifth Avenue shop, near Thirty-fourth Street, values its six windows at $40,000 a year. The Wanamaker (Philadelphia) store justly values its windows at not less than $75,000 a year.

In a furniture sale last August, a Philadelphia store was forced to remove from the window a dining room suite which was sold out in one day's time.

A Western store, which had never paid much attention to its windows, sold $1,200 worth of furniture in three days solely through displaying the pieces attractively in the windows. Much more would have been sold if newspaper space had been used to bring people to the store, so the proprietors say.

William Flinne's Sons of Boston reckon its windows as worth $100,000 a year. The management makes a definite charge against its advertising department for the use of them. It regards the windows as its most valuable publicity medium.

Windows are considered so valuable in some cities that merchants in other lines bid for them at high prices to display their own goods. Furniture dealers should realize that once they pay rent for the entire store, they should make the window earn every cent that it is capable of earning. It is the "face of the store" and should be made so attractive that the public simply cannot pass it without stopping to inspect the display. It is in this way that desire is stimulated and people are induced to enter the store for a closer examination. Intelligent salesmanship does the rest. —Northern Furniture.

ANOTHER WENT AROUND THE HOUSE AND DIED BY THE YARD

A man ran into a physician's office in St. Joseph, Mo., the other day and said that a man had swallowed a two-foot rule and was dying by inches. The doctor said that was nothing, as he had a patient who swallowed a thermometer and died by degrees. Two patients chipped in, one saying it reminded him of a fellow in Texas, who swallowed a revolver and went off easy, and the other said he had a friend in Manitoba who drank a quart of applejack and died in good spirits.

THE JOKE COLUMN

PROOF OF THE FACT

"I often think," she said, "that women are more courageous than men."

"I know they are," he replied. "Where is there a man who would have the courage to pull out a mirror and doll himself up before a crowd in a restaurant?"

MUST RESTRAIN THEMSELVES

Has woman a sense of humor?"

"She has," replied Miss Cayenne. "But a girl who allowed herself to laugh at whatever impressed her as ridiculous would stand little chance of being successfully proposed to."

A SURE WASTE OF TIME

"What do you think of a man who would spend his evening with his arm around the back of a girl's chair?"

"Looks like wasting the girl's time. I'd let him spend the evening with the chair."

A PROFITEERESS

He (ardently)—"I would give the world for you."

She—"Is that all? Why, you offered that much before the war raised prices."

WHEN BETTY'S EARS BURNED

Edith—"I see Betty has decorated her room with pistols, swords and the like."

Ethel—"Yes, Betty always has been a great girl for having arms around her."

Gladys: "Oh, Jerry, you will have to be brave to stand on duty out there in the dark!"

Jerry: "Yes, but a little practice before I go will help a lot."—Life.

AS HE VIEWED IT

Preacher—"Hell is full of taxicabs, chorus girls and wine."

Voice from audience, fervently. "O death! where is thy sting?"

GIVING THE NEWS IN ADVANCE

The country editor can sometimes do better, as when one of them published the item:

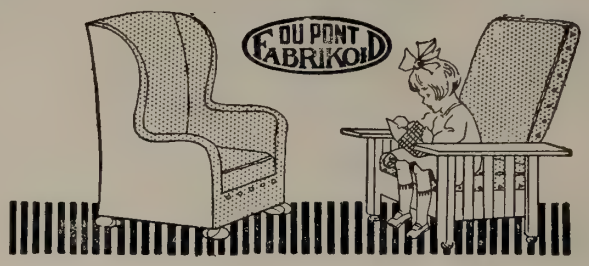
"Our esteemed fellow citizen, Jim Douglass, will go to the hospital to-morrow to be operated upon by Dr. Jones for appendicitis. He will leave a wife and two children."

ONLY ONE KIND

A young broker said to George Ade at the Chicago Athletic Club:

"Don't you think a talkative woman is more popular than the other kind?"

"What other kind is there?" Mr. Ade asked.



For Upholstery

Craftsman Quality

DU PONT FABRIKOID
REG. U. S. PAT. OFF.

Is Better

If all furniture was upholstered in FIRST GRADE leather (that is to say, the outside layer of the hide) then we would not say "Fabrikoid is better." But first grade leather is scarce and very expensive. And most leather-covered furniture is only "leather splits," which is pulpy, and porous, easily rubbed and torn.

Craftsman Quality Fabrikoid is tough, water and stain proof. It has a handsome, grained surface, that resists wear, and at the same time is soft and pliable. It is used in the covering of high-grade furniture, carriage, automobile, and car seats, and for all such purposes where appearance, durability, and service is required.

In buying furniture you should specify "upholstered in Craftsman Quality Fabrikoid. You can offer such furniture to your customers with absolute confidence in the satisfaction and wear it will give.

WRITE US FOR SAMPLES OF CRAFTSMAN QUALITY FABRIKOID

DUPONT FABRIKOID COMPANY
Factory and Sales Office: NEW TORONTO, Ont.

KEYS FOR FURNITURE ADVERTISERS TO PLAY UPON

THRIFT—the money-saving opportunities in your store.

QUALITY—the good workmanship and materials evident in your offerings.

FAIR TREATMENT—courteous, intelligent clerks, prompt deliveries and "money back if you want it."

EASY SHOPPING—large assortments to select from, plainly priced goods, broad aisles, well-lighted corners and interesting displays.

Play with the right touch upon these four advertising keys and if the store and merchandise back up the printed matter, business must come.

Too much stress cannot be laid upon the importance of a well-defined, well carried out plan of advertising. Week in and week out should this plan be faithfully adhered to—it should be as well observed as the opening of the store every morning. Spasmodic is not the adjective that qualified the advertising of the intelligent. It is the continuous, cumulative force that fetches.

The furniture advertiser speaks to the impressionable member of the human family—woman—and she who is such an important factor in household buying is influenced not only by to-day's ad. but by scores of previous ads. These past ads. make the store stand out stronger in her mind. Advertising is but the public voice of the store, the more constant, consistent and clear is this voice, the more will the household head think of that store when furniture, carpets, rugs, etc., are needed.

Just a word on circular advertising. A certain wideawake carpet and furniture retailer scans the daily papers for engagement, marriage and birth notices. To the newly engaged he sends a "printed typewritten circular letter," speaking of his ability to furnish a house, a flat, or room at the right price. To the newly married he sends the same circular, supplemented by another giving an attractive list of items that may be added from time to time after the house is furnished. To proud parents he sends his price list on baby carriages and cribs. Se says the idea is a good one.

THE STORE WINDOW

The dealer's store window is like an advertisement on the front page of a morning paper. The difference is that no one can buy an advertisement on the front page of any big morning daily; it is simply not for sale. But any dealer can have a good window display—one which will reflect credit on his good taste and the resources of his store. In proportion to the number of people passing the store a window display is as profitable as a front page advertisement. It gets the attention of the people who pass, while the advertisement is noted by those who read. The difference, leaving the size of the audience out of consideration, is in favor of the window, which can show the goods and tell its story in its own way. In window display as in dress, of course, old Plonius' advice is fitting, "Neat but not gaudy." The background should be suppressed and the goods themselves, which are the essential feature of a window display, should be made the prominent factor.

HAS NOTHING ON SISTER

Billy—"My uncle's got a wooden leg."

Silly—"That's nothing. My sister's a Red Cross nurse and she's got a cedar chest."

MAGAZINE SECTION

4 CARDINAL POINTS OF PERFECTION

LIGHTNESS—STRENGTH —DURABILITY—ECONOMY



the Compass of Completeness

Babcock Commercial Bodies

LIGHTNESS All makers of Commercial Bodies for Motors strive to attain **Lightness** of construction without sacrificing strength. The Babcock patents enable a saving of ONE-THIRD in WEIGHT.

STRENGTH "Strong as Steel!" The fundamental **strength** of Babcock Bodies is the steel construction—patented—which makes them far stronger than any other kind of framework could possibly make them.

DURABILITY Tested by years of hard service in carrying the heaviest merchandise. The **Durability** of Babcock Bodies is marvellous. The steel construction gives a rigidity which prevents the racking and weaving so injurious to other makes of bodies.

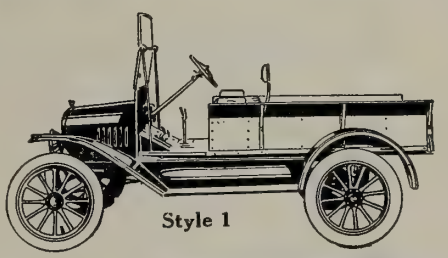
ECONOMY If a Babcock Body costs a little more than a cheap body and lasts twice or three times as long—it is economical, isn't it? Babcock Bodies save real money for the merchants who put them on their delivery cars.

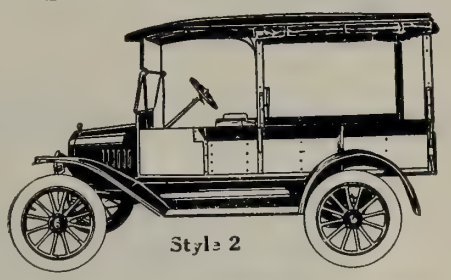
STYLE NO. 1. The Open Express is the base unit for the other styles, which are created by the addition of parts, all of which are interchangeable. The Babcock Bodies give an unusual amount of space for carrying merchandise and this appeals greatly to the merchant who employs motor deliveries.

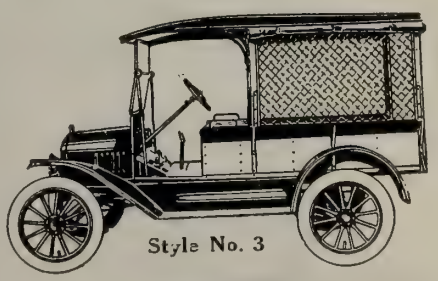
STYLE NO. 2. This style is made—presto, quick—by merely adding the canopy top with curtains. This is easily done, and the patented method of attaching prevents absolutely all racking and weaving, preserving full loading space intact.

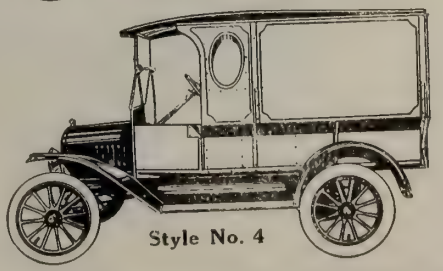
STYLE NO. 3. This style is attained by simply adding side and rear screens to canopy top. All Babcock Bodies are on the unit plan and all styles are interchangeable.

STYLE NO. 4. The fully enclosed, panel side style, is very handsome. The panels are made of vehisote which takes a finer finish than wood and does not crack or warp. This style comes ready to assemble on the express unit, same as other style. Rigid, strong and extremely satisfactory.


Style 1


Style 2


Style No. 3


Style No. 4

DEALERS and MERCHANTS

We are prepared to sell direct to merchants who are in the market to buy a superior make of Commercial Motor Body. We prefer to deal through regular agents, and we desire to make connections with a Garage or Motor Dealer in every community, but where we have no local agent we shall be pleased to send literature and price list and full particulars, direct to any merchant or manufacturer who is interested.

CARRIAGE FACTORIES, LIMITED

EXCELSIOR LIFE BUILDING, TORONTO

Sales Offices: TORONTO, MONTREAL, WINNIPEG

This advertisement will appear in all Commercial Press papers.

Talking Machines in the Furniture Store

SHORT NOTES FOR THE PHONOGRAPH DEALER

Make an effort to clean up your stock of old records.

* * *

There are still excellent opportunities to sell talking machines for camp and summer homes.

* * *

Make a study of the mechanism of your machine if you wish to be able to talk intelligently about it at all times.

* * *

Now is a good time to inaugurate a special demonstration room. Customers will be glad to rest in a nice cool room these days and listen to music.

* * *

The increasing use of the talking machine is shown by the adoption of a phonograph to supply music in place of a hand-organ by a Toronto street man.

* * *

Now there is announced an attachment for a talking machine which turns on the motor at a certain time and the instrument repeats, "It is time to take your medicine." This is for the use of those who are unable to remember the physician's instructions.

* * *

Don't neglect to cash in to the full on the advertising of manufacturers whose machines you handle. Connect your store up with it.

Don't let up on your effort to make your advertisement good when you have written a good headline. Make it good clean through.

* * *

Manufacturers of motors advise that the motor be released when not in use. Tell customers to let the machine run down, when they are through, by releasing the brake. It will prolong the life of the spring.

* * *

Have you been waging a "Buy-a-record" campaign in the interests of the Red Cross Society?

BIG RANGE OF TALKING MACHINES WILL BE EXHIBITED AT C. N. E.

As last year, exhibits and demonstrations of talking machines will be a big feature of the Canadian National Exhibition at Toronto which opens on August 26 this year, continuing until September 7. This department of the C. N. E. which has been making rapid headway in the past few years is of immense value to retail dealers in talking machines in the fact that it educates an increasing number of people to the value of the phonograph as a means of entertainment and education.

It also affords dealers an opportunity of inspecting and hearing the various makes of machines. So far, manufacturers have been unable to secure a section devoted entirely to talking machines, but exhibits are all grouped conveniently in the one section of the grounds and any of the manufacturers can easily be located by visitors.

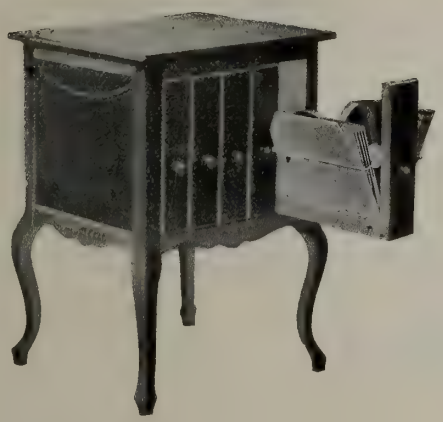


An attractive summer display of talking machines that will offer suggestions to the dealer.

THE LATEST RECORD CABINET

Every Record at Your Finger Tips

Each cabinet is equipped with alphabetical index book for listing the records, and with numbered guide cards for placing between the records, so that the desired record can be secured from among a hundred or more without disturbing or handling any others.



Patented July 10th, 1917

Made in a variety of styles, in birch, quartered oak, and mahogany. Five-drawer cabinets such as illustrated have capacity for 100 records either 10 or 12 inch. Ten-drawer cabinets have capacity for 200 records.

Every owner of a gramophone should have one of these cabinets.

Write us for cuts and prices.

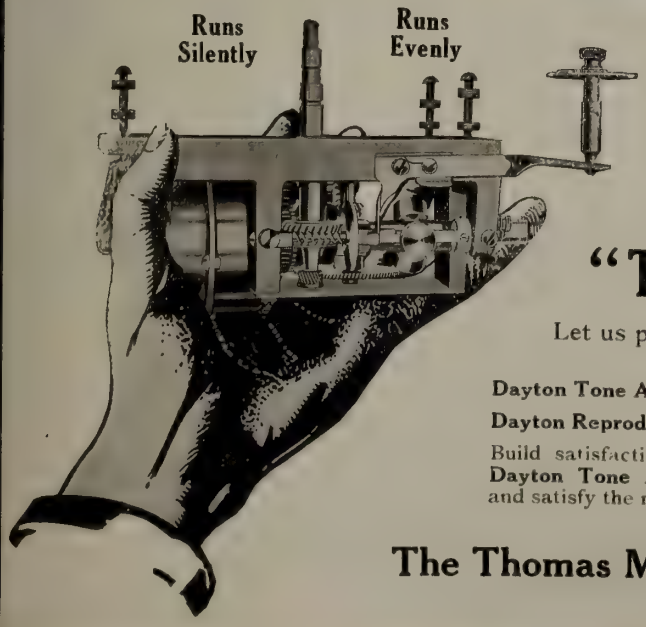
THE ORILLIA FURNITURE CO., LIMITED

ORILLIA, ONTARIO

Three Styles

MHM DAYTON MOTOR

Four Sizes



Every manufacturer building talking machines knows that the success of his business depends wholly upon the satisfaction his products give to the dealer and the user. Therefore he realizes that only the best parts are good enough to put into his machine. That's the reason thousands of Dayton Motors are being sold. Their superiority makes them

"The Best Motor in the World"

Let us prove it's the best for you too—in quality, price and service.

Dayton Tone Arms are universal, playing any disc record. Five styles—all good.

Dayton Reproducers are scientifically correct and thoroughly practical. Two styles.

Build satisfaction into your products by using the quality line—**Dayton Motors, Dayton Tone Arms, Dayton Reproducers.** They will bring you more business and satisfy the most exacting customers. Write for particulars.

The Thomas Mfg. Co., 328 Bolt Street, Dayton, Ohio

Toronto Office: 911 Kent Bldg.

How We Put Our Store on the Map as Phonograph Centre

Special room for demonstration of machines and special opening established store as phonograph centre—Has helped other departments of store.

By E. A. REA

AFTER deciding to instal a phonograph department we carefully looked over the proposition and came to the conclusion that while we might use the front section of our store for display purposes it would be desirable, if not essential, to have a special room where we could play records for customers without any disturbance. We also figured that it was going to require more salesmanship to sell a hundred dollar phonograph than many other small-priced articles, and therefore it was well that we be able to give the customer our undivided attention as well as secure his or her undivided attention.

Special Demonstration Room

At the rear of our store we had a room about 12x25 feet that we used for an office. This was easy of access from the front. We reduced our office space and arranged a special demonstration room. It was specially painted and papered, the floor covered with linoleum, good electric fixtures installed and every effort made to make it inviting and attractive. The walls of the rooms were decorated.

Held Special Opening Day

When our talking machines arrived we opened up with a display on our front store floor, in one window, and in our new music room. Then we began a vigorous newspaper campaign, using quarter and half-page space in the local paper. In order to impress on the public still further the fact that we were going in strongly for this line, we held a special opening day. For this we secured records of the leading manufacturers and arranged with the firm whose machines we had taken the sale of to send us a special demonstrator for the occasion. We also arranged with a florist for a supply of violets and sweet peas and announced through our advertisements that we would present to every lady visiting our music room during either the afternoon or evening, a bunch of violets or sweet peas.

700 Bunches of Flowers Presented to Ladies

In spite of the fact that it was a most disagreeable day, we gave away over seven hundred bunches of flowers. We had every lady on the street wearing flowers, and the public generally talking about the new phonograph department in our store. We secured flowers for the event at wholesale prices, and the presentation of them to customers helped to advertise this end of the business.

Cost Time and Money—But Worth It

We did not attempt to make sales on this day. What we really wanted to do was to get people acquainted with the machines we were handling, and impressed with the fact that they should come to our store when they wished to purchase. This special drive has not only established this in the minds of the people, but has helped our other and newer business as well.

Of course this special drive cost us a lot of real money and a good deal of time, but our extra sales have more than paid for this expenditure of time and money already. It gave us a start on talking machines in one week that would have taken us a year to get in the ordinary way.

Regarding the installation of a special room for demonstration purposes we believe it is the only way one can successfully make sales of talking machines, because we find that in selling these instruments it is almost necessary that you get the customer yourself.

POINTERS ON HANDLING OF RECORD STOCK

There is no doubt that a good many furniture firms could considerably improve their method of handling records and of keeping track of stock. In this connection the following simple and satisfactory method used by Goodwin's Ltd., of Montreal, is worthy of study:

"Each compartment is twelve and one-half inches high, four inches deep and two and three-quarter inches wide. This permits the placing of five records in each compartment and each record projects about three-quarters of an inch, so that it can be easily taken out. The most important part of the system is that we do not carry any duplicate numbers in any compartment. Briefly, in one set of racks we carry a complete stock of every record (one of each only), as listed in the numerical catalogue. In this way we can tell at a glance the missing records, and the entire stock can be taken in a very short time. Of course, we carry a reserve stock in addition to the above, and each morning a list of records sold the previous day is taken, and if in the reserve stock, they are placed in the regular stock. If not in the reserve stock they are immediately ordered, and in this way our stock is always complete.

"The title and number of each record is kept on separate cards. When records are ordered, the number of records received is placed on each card and those sold during the day are crossed off each morning. When checking up the records sold, if we find a particular record is desired, the card is taken out and the record ordered. The card is kept out until the record is received.

"The importance of our system is that we can tell in five minutes exactly the number of each record out of stock and which it is necessary to order; thus, as previously stated, keeping our stock as complete as possible with practically very little time and effort.

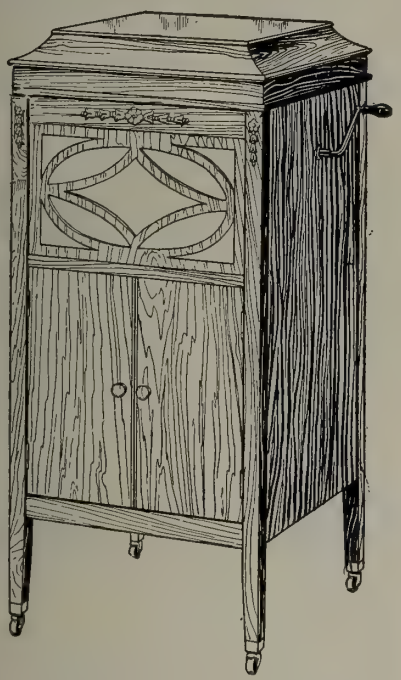
"It would hardly seem necessary for us to add that an orderly and systematically kept record stock helps a lot toward increasing record sales. Many dealers show this, but for the benefit of those who do not appreciate the fact we might say that the more systematic and complete a dealer keeps his record stock the fewer sales he will lose through being out of stock of certain records. A systematic stock-keeping method will help the dealer keep his stock complete and a complete stock will help him meet most any requirement of his record customers."



MARK TWAIN said:

"Nature MIGHT have made a better Fruit than the Strawberry—*but Nature Never Did!*"

Dealers all over the world feel that way about the Pathephone. Maybe somebody MIGHT make better Phonographs and Records at the price WE sell them—*but Nobody Ever Did, at ANY price.*



No. 125. Adam Bros. **$137.50**
Mahogany, Fumed Oak, American Walnut

Are YOU handling the Pathephone and Pathe Records? If not, *real dollars* are slipping through your fingers *every day!* If ever you should decide to expand your business along progressive lines, and handle the Pathephone, communicate with us. We will be glad to take the matter up with you and show you some interesting facts in point of Price and Profit!

Pathé Frères Phonograph Co. of Canada, Limited

Factories and Head Office:

4-6-8 Clifford Street, TORONTO, Canada

DISTRIBUTORS:

Ontario—Pathe Freres Phonograph Co. of Canada, Ltd., Toronto.
Quebec—
Pathe Freres Phonograph Co. of Canada, Ltd., Birks Bldg., Montreal.
C. W. Lindsay, Ltd., Montreal.
Manitoba, Saskatchewan, Alberta and British Columbia—
R. J. Whitla & Co., Limited, Winnipeg, Man.
New Brunswick, Nova Scotia and Prince Edward Island—
H. L. Hewson & Son, Limited, Amherst, N.S.

AGENTS WANTED EVERYWHERE

SUGGESTIONS *for* PHONOGRAPH SALESMAN

There is a great deal in the way the salesman acts—Some pointed suggestions from the Talk ng Machine World as to how the phonograph salesman should conduct demonstrations—How to arouse and maintain interest of customer

IN order to make a sale it is not necessary to play a large number of records or to give a concert for the benefit of the listener. Three records well selected will, as a rule, draw forth some expression from the prospect, and once the responsive chord has been found and struck the salesman has his cue as to how to proceed further in making that sale.

A lively band record followed by a clear tenor solo and a humorous record will usually break down the prospect's reserve, and once his sentiment and sense of humor is aroused and resistance to sales arguments lessened, the responsive chord has been found, and the sale is either made or lost.

Playing too many records may have exactly the contrary effect hoped for, and may tire the patience of the listener before the demonstration is over.

Be Sure Machine is in Order

There are many little points of salesmanship to be observed by the clerk which often are important in the final outcome of a demonstration. He should be certain in the first place that the mechanism of the machine is in perfect working order so that there are no unnecessary halts, delays or strange noises while the demonstration is on. Needles should be carefully inspected, and he should be sure that the needle he is using is exactly the one to give the best rendition of the selection he wishes to have his prospect hear.

While demonstrating a record the motor should not be wound; this should be attended to before the motor is started, and a good start made before placing the reproducer on the record. The result of this will be that your record starts on the original pitch at which it was recorded and there is no unpleasant discord.

Different Features That Appeal to Customers

The difference between making a sale of an $80 or $100 machine and one at $15 is largely one of good salesmanship, and the clerk who has charge of the department should know his prospect. In the purchase of a talking machine the musical feature is not by any means the only one that appeals to the customer, especially if it be a woman. Nowadays the cabinet plays a most important part in the sale of a machine, and to be in harmony with the other furnishings of the house the music cabinet must harmonize somewhat with the room furnishings in color, nature of wood and design. Some of he handsomest music cabinets of to-day are built to match period suites in furniture, and the woman buyer is just as particular that the style be appropriate and the color in harmony with that of the room in which she wishes to install the instrument as she is about the instrument itself.

Play Up Unique Feature of Machine

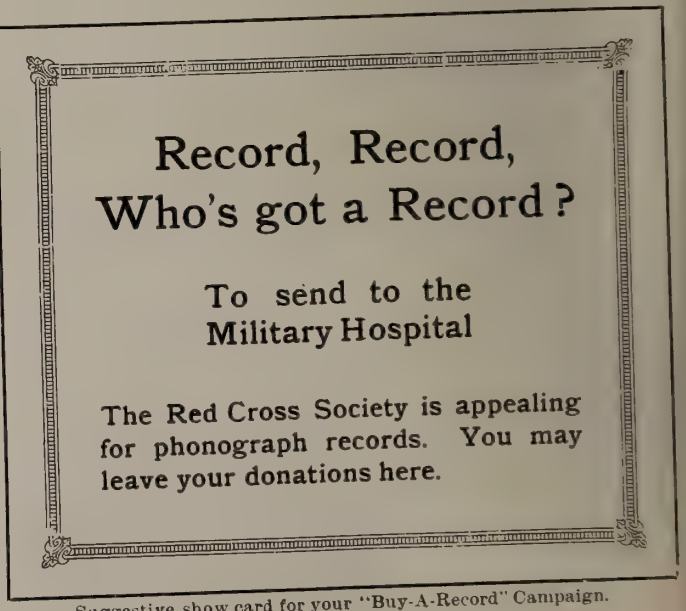
This point must not be lost sight of in making a sale, and a sufficient variety of cabinets must be carried in stock to meet all tastes. Nearly every music cabinet manufacturer has some special feature about his cabinet that well deserves consideration; some new system of filing records, a patented sliding compartment arrangement by which records can be reached without difficulty, a unique filing system for records, or some other advantage which it is well worth bringing to the attention of customers.

Furthermore, the motive of the buyer in purchasing an instrument must be kept in sight. Some persons would not be interested in the slightest in a comic dialogue or coon song, while, on the other hand, it would be just the record to demonstrate to the man or woman who appreciates humor and doesn't care much for the classic. Sentimental pieces appeal, of course, much to young women of nearly all types, and ragtime goes well with boys and young men. Often a hit can be made by playing some of the old-fashioned melodies and Southern songs.

Value of Demonstrating Booth

To get the best results from selling phonographs or talking machines a booth or demonstration room should be arranged where patrons may listen without being disturbed by other records being played, and where they may hear special selections for which they may ask. Especially is this necessary in the sale of records, as much of the delicate tone shading and finer points of orchestral selections are lost when the demonstration is given in the open store, and where the music detracts from the attention which other salesmen must give to their prospects.

A loud band concert piece played while a clerk is trying to make a sale of some other article is distracting, and for this reason as well as the privacy afforded to record and instrument buyers the talking machine booth should be installed wherever practicable.



Suggestive show card for your "Buy-A-Record" Campaign.

THE PHONOLA

Canada's Finest Talking-Machine
In Different Models from
$25 to $310



Model "C" $35

THE

PHONOLA

which we place on the market as "Canada's First and Foremost Talking Machine" attracts customers at once as getting full value for their money.

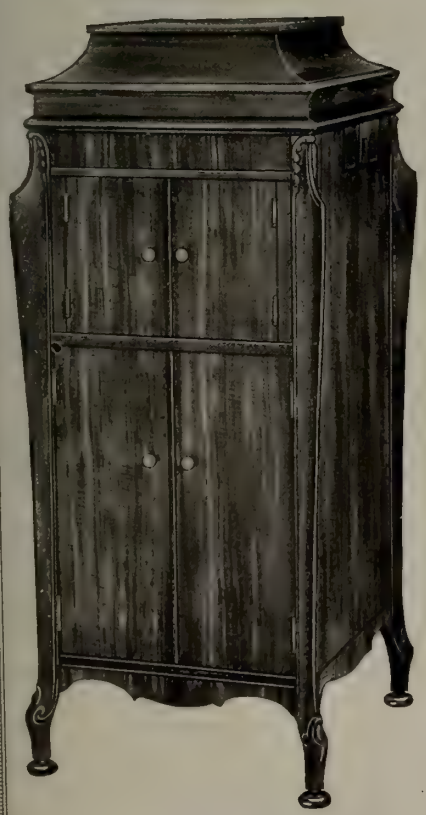
Its merit and reputation as a Musical Instrument is known, and the cost is so moderate that it offers the Dealers the chance of a lifetime to build up a highly profitable trade.

In all the many parts that go to make a Talking Machine what it SHOULD be, the Phonola excels.

Write us to-day; the longer you delay handling the Phonola the greater your financial loss will be. Send for new list of Phonola Records.



Model "B"
Oak, **$55** Mahogany, **$61**



Model "Princess" $165



Model "Prince" $215

THE PHONOLA CO. OF CANADA, LIMITED

KITCHENER

Manufacturers of the
"Phonola, and Phonola Records"

CANADA

Who Foots the Bills?

By Geo. L. Andre

ADVERTISING MANAGER PATHE FRERES PHONOGRAPH CO.

I WENT out yesterday to sell a Pathephone to one of my friends. His name is Jones.

Said Jones:

"To late my boy! Have bought another one. Guess it's a good machine, and they say it costs less—doesn't have to stand so much advertising expense!"

Then Jones winked his eye knowingly. Jones is—or thinks he is—ever so smart.

To that friend, and to you, I say:

You are on the wrong track. Advertising is not an expense. Many people look at the millions of dollars of advertising carried by newspapers and magazines as an "expense." They believe that it is taken out of the pockets of somebody, though they do not have a clear idea who the "sufferer" really is. Let us see who really foots the bills."

Is it the Manufacturer?

Every maker of anything is using his best brains to manufacture his goods as economically as possible and to put them into the consumer's hands with the least possible cost to himself. His criticism on every plan and method is merciless, and if advertising were an expense, instead of an investment that pays him well, he would stop it instanter!

Is it the Salesman?

Two salesmen are selling phonographs. One offers a phonograph that the public knows mighty little about, and his trip yields orders for ten phonographs. The other sells a phonograph which everybody knows favorably through years of advertising. He sold forty phonographs to people who do not personally know the makers, to dealers who have never handled. or even seen, those phonographs before, but who know the instrument favorably through advertising. Now, the hotel bills, railroad fares and other expenses will be the same for each, and these must be paid out of the profits of the trip.

Who will be able to command the larger salary, and who draws the most in commissions, the man who sold TEN phonographs or the man who sold FORTY?

Is it the Customer?

In everything we buy, we pay for three things: the raw material, the cost of making, and the cost of selling. So, if he chooses, the customer can say that "he pays" for the machinery which makes good shoes cost him less than poor shoes cost him twenty years ago. In the same way ,the consumer "pays" for the advertising which enables a manufacturer, through increase of his business, to put better value into that shoe and sell it to him for less. So we may say that the salesman "pays" for the advertising, which, while it may lower the percentage of profit on one pair of shoes, on one automobile or on one phonograph, increases his earnings. The man who sold twenty dozen shoes came home and drew sixty dollars commission. The man who sold eighty dozen shoes gets only two dollars per dozen, but he drew one hundred and sixty! Then, if we choose, we may also say that the manufacturer "pays" for the advertising which swells his dividends by diminishing the expense and selling his goods.

Is it Lowered Quality?

Tom made something—let us say pianos. And poor pianos they were. He sold them to dealers, and little did he care whether the pianos were good, or not, because they were made to sell under a stencilled name. Very few people knew who made them. But one day, growing ambitious, he put some advertisements of his pianos in the papers—and he received some orders. He saw himself in the near golden future the Peerless Piano King. But suddenly a new thought crashed through Tom's serenity—a thought that never intruded before. His pianos were poor, and flimsily built. The orders he received instead of being a promise of fortune would ruin his reputation as a piano manufacturer unless he made good pianos.

And so it goes in every line of business. As a manufacturer's business grows, he realizes more and more keenly that his prosperity depends strictly on making first-class goods.

Is it the Dealer?

Dead stock of any kind of goods that won't sell is the cause of most failures among retail stores. Good advertising is the best possible assurance that goods will sell. Advertising familiarizes customers with the goods you want to sell, with the shoes and the automobiles and the ribbons and the phonographs you handle, and promotes quick sales. Instead of the retailer footing the bill for the advertising, he finds it one of the greatest builders of his prosperity.

When John Wanamaker was asked who was the architect of his seven-million dollar Philadelphia store, his answer was:

"My advertising department."

Everybody smiled sweetly.

John didn't.

The Real Answer

All the questions above have been only half answered. The rest of the reply will be plain to you when you understand what advertising is. My idea is this:

The constant aim of all human beings is to work wise economies in living. You don't consider the buttons on your coat as an expense, because to get along without them would be vastly more expensive. The manufacturer does not consider as an expense the five-thousand dollar machine which saved him ten thousand dollars in three years' running. No sir!

Now, it costs money to sell goods. We have automatic guns and banjoes, but no article has ever been made that is automatic enough to sell itself.

The most costly way of selling anything is: to wait for purchasers to come.

The least costly way is to tell the public what you have for sale by advertising. There is no other way!

So, you see, good advertising is paid for by everybody and by nobody. By everybody because we all bear our share in earning the money with which business in any line is carried on, and by nobody because advertising is a labor-saving method of selling.

PHONOLA RECORD BEING INTRODUCED

The Phonola Co. of Canada, Ltd., which firm take over the phonograph business of The Pollock Mfg. Co., Ltd., of Kitchener, Ont., announce this month the first list of Phonola Records. It is the company's purpose to bring out a supplemental list each month of at least thirty numbers, so that in a short time there should be a Phonola Record catalogue of a couple of hundred numbers. The Canadian Pressing Plant is under way and it is hoped to have the records pressed in Canada within the next few months.

The Phonola talking machine is one of the pioneers in the Canadian field, and Mr. A. B. Pollock, president of The Pollock Mfg. Co. Ltd., and of Phonola Co. of Canada, Ltd., has been actively identified with the industry for the past twelve years. In connection with the Phonola this firm has distributed European records. but with the difficulties of bringing merchandise across the Atlantic and scarcity of labor on that side, as well as here, the goods have not been available in sufficient quantities. Furthermore, there are many selections of peculiar interest to the people of this continent that are not recorded in England. Mr. Pollock therefore decided to furnish Phonola agents with the Phonola record, which is now being introduced, and the catalogue of which appeals to this market.

The Phonola is a ten-inch record of the hill-and-dale type, played with sapphire ball and selling at 90c. On the list of artists appears such well known names as Grace Kearns, Ada Jones, Arthur Collins, Henry Burr, Harlan, Harry McClaskey, etc. The range, as indicated in the initial list, includes patriotic, popular. band, dance, trios, quartettes, sacred, instrumental and Hawaiian selections.

The Phonola firm, in addition to the parent factory at Kitchener, recently finally completed a transaction whereby they become owners of a large, well-equipped, three storey factory at Elmira, especially equipped for the production of cabinets. This new addition to the Phonola facilities will take care of the greatly increased demand for the Phonola.

BULLETIN OF "PHONOLA" RECORDS

Patriotic, Vocal and Instrumental

1001 **Star Spangled Banner.** (Key.) Band.
American Patriotic Medley. Band.
1007 **Over There.** (Cohan.) Sterling Trio.
Just Before the Battle, Mother. (Root.) Campbell and Burr.
1009 **Keep the Home Fires Burning.** (Baritone), (Guilbert Ford, Ivor Novello). Joseph Phillips.
There's a Long, Long Trail. (Tenor), (Stoddard, King and Elliott). Harry McClaskey.
1010 **When the Boys Come Marching Home.** (Tenor), (Hay-Speaks). Henry Burr.
The Trumpeter. (Tenor), (Baron and Dix). Charles Hart.

Popular Songs and Musical Comedy Hits

1008 **They Were All Out of Step But Jim.** (Berlin.) Ada Jones.
The Little Good for Nothing Good for Something After All. (Klein-Von Tilzer.) Campbell-Burr.
1021 **Down, Down, Down on the O-h-i-o.** (Regan-Farran and Ring.) Collins and Harlan.
Cleopatra. (Bryan-Tierney.) Arthur Collins.
1022 **Alimony Blues.** (Wolf-Hirsch.) Arthur Collins.
Three Pickaninnies. (Williams-Kendis and Brockman.) Collins and Harlan.
1023 **Derby Day in Dixie.** (Egan-Whiting.) Jones and Thompson.
'N' Everything. (Sylvia-Kahn and Jolson.) Geo. L. Thompson.

Band Selections

1004 **OkeH Military Band.** (Hager.) Military Band.
American Patrol (Meacham.) Military Band.
1005 **National Emblem March.** (Bagley.) Military Band.
Naval Reserve March. (Sousa.) Military Band.
1006 **Boston Commandery March.** (Carter.) Military Band.
Land of the Maple March. (Laurendeau-Muir.) Military Band.
1002 **Dance of the Hours.** (Ponchielli.) Concert Band.
Ballet Music from Coppelia. (Delibes.) Concert Band.

Monologues

1024 **Cohen Calls Up the Garage.** (Thompson.) Geo. Thompson.
The Colored Recruit. (Golden.) Golden and Heins.
1011 **Because.** (Tenor.) (Teschemaker-D'Hardelot.) Harry McClaskey.
I'm Only Dreaming of You. (Tenor.) (Brennan.) Reed Miller.
1012 **Goodnight Little Girl, Goodnight.** (Tenor), (Adams). Reed Miller.
Because I Love You, Dear. (Tenor), (Stanton Hawley). Louis James.
1013 **The Maid of the Mill.** (Tenor), (Adams). Reed Miller.
The Clang of the Forge. (Tenor), (Vaughan-Rodney). Greek Evans.
1015 **Just a Wearyin' for You.** (Contralto), (Stanton-Jacobs). Marie Morrisey.
Violets. (Soprano), (Fane-Wright). Grace Kerns.

Popular Dance Numbers

1025 **Oh, Lady.** (Fox-trot), (Kern). Van Eps Banjo Quartet.
Sing, Ling, Ting. (One-step), (Colb). Van Eps Banjo Quartet.
1026 **Rainbow Girl.** (Fox-trot), (Hirsch). Jazarimba Orchestra.
Castle Valse Classique. (Waltz), (Dabney). Jazarimba Orchestra.
1027 **Camouflage.** (One-step), (Lampe). Dance Orchestra.
Leave it to Jane. (Fox-trot), (Kern). Van Eps and Orchestra.
1028 **Jazzie Addie.** (One-step), (Schubert). Jazarimba Orchestra.
Tickle Toe, The. (Fox-trot), (Hirsch). Band.
1003 **Poet and Peasant.** (Suppe.) Concert Band.
Selection from Carmen. (Bizets.) Concert Band.

Trios and Quartette Numbers

1016 **Silver Threads Among the Gold.** (Rexford-Danks.) Sterling Trio.
Way Down Yonder in de Cornfield. Peerless Quartet.
1017 **When You and I Were Young, Maggie.** (Johnson-Butterfield.) Sterling Trio.
Kentucky Babe. (Buck-Geibel.) Peerless Quartet.

Sacred

1019 **The Holy City.** (Baritone), (Wetherley-Adams). Joseph Phillips.
Praise Ye. (Mixed Trio), (Verdi). Croxton Trio.
1020 **O Morning Land.** (Baritone and Tenor), (Phelps). Meyers and Gillette.
Crucifix. (Tenor and Baritone), (Faure). Hart and Phillips.
1018 **Sweet and Low.** (Mixed Quartet), (Tennyson-Barnby). Croxton Quartet.
Beautiful Isle of Somewhere. (Baritone and Tenor), (Pounds-Fearis). Meyers and Gillette.

Instrumental Selections

1030 **Traumerei.** ('Cello), (Schumann). Valdimar Dubinsky.
The Swan. (Saint-Saens). ('Cello). Valdimar Dubinsky.
1030 **Cavalleria Rusticana.** (Violin Solo), (Mascagni). Landeau.
Titl's Serenade. ('Cello and Flute Duet), (Titi). Schubert and Wagner.

Hawaiian Selections

1029 **Wailana Waltz.** (Hawaiian Medley.) Louise-Ferera and Greenus.
Hawaiian Hula Medley. (Old Selections.) Louise-Ferera and Greenus.

JOINS CANADIAN SALES FORCE

A. E. Landon, formerly assistant manager of the Philadelphia branch of the Columbia Co., has been appointed a member of the Columbia Canadian wholesale organization, with headquarters in Toronto., Mr. Landon will work under the direction of James P. Bradt, general manager of the Columbia Co.'s Canadian interests, and judging from his success as a member of the Columbia sales staff, he will be a welcome addition to the Canadian organization.

SALESWOMAN GUESSED WRONG

The other day a man and a woman entered the talking machine department of a store and when the saleslady in charge of the record department, approached them the woman said they wanted some records, but would first like to hear some before making selections. The man, meantime, remained silent. The saleswoman asked what was preferred and the woman replied: "Something funny."

So she put the popular trench stuttering song "K-K-K-Katie" on the machine. An ominous, disappointing silence followed the rendition of the song for a few moments. Then the man said:

"I-I-I d-d-d-don't l-l-like tha-that re-re-re-cord."

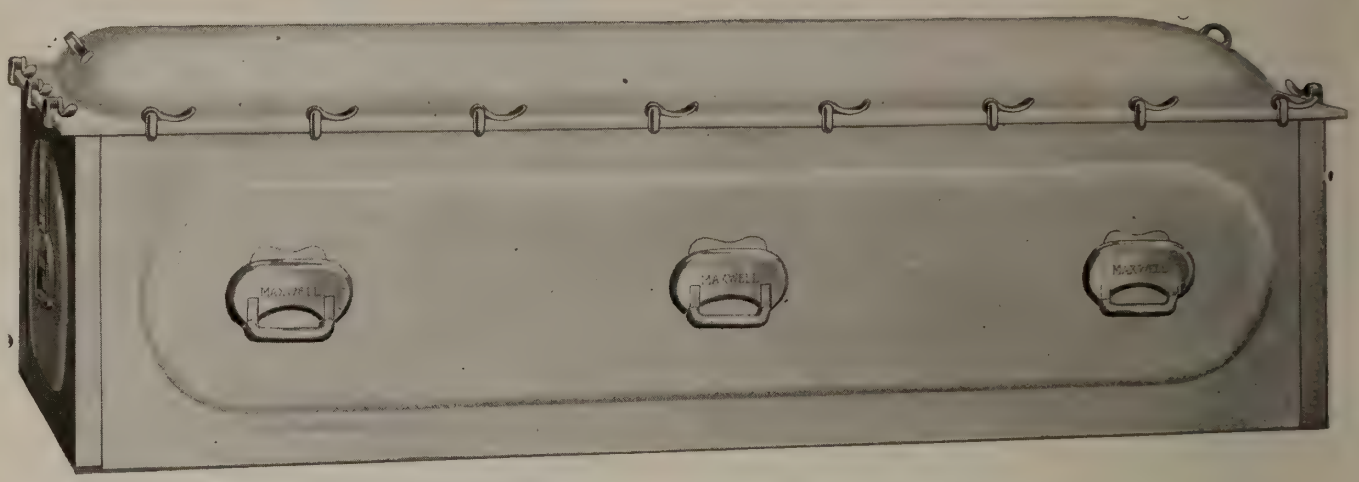
HOW BILL GOT HIS 7 DAYS C. B.

Private Bill Jones, known as No. 575 in the army records, was paraded to church where he had to listen to a particularly tiresome sermon for a full 45 minutes. At last it came to an end and the parson arising, said: "No. 575. Art thou weary. art thou languid?"

And Bill got C. B. for giving him a civil answer.

Having uncivil clerks in a store has about the same effect on its popularity as hanging an arc light over a porch swing.

Maxwell Sanitary Steel Vaults



Our Customers are Assured of Superlative Quality and Prompt Delivery.

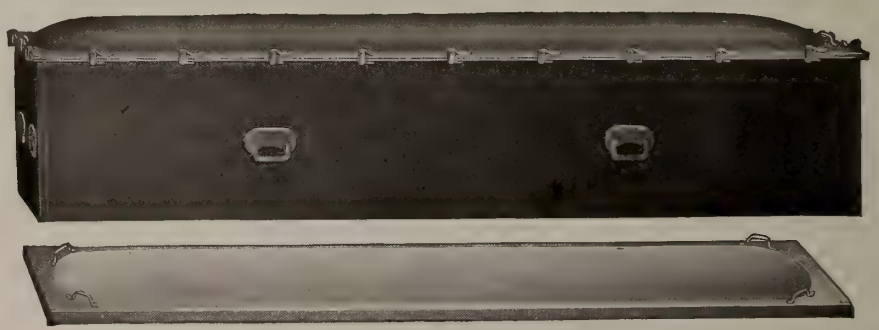
Maxwell Vaults are Abundantly Strong for All Burial Purposes, Yet Light and Easy to Handle.

Superiority Unquestioned Design and Construction Unequaled

Carried in Stock by All Leading Jobbers

Ask for Revised Price List

Maxwell Ambulance Transfer Case



For the Handling, Removal and Transportation of Bodies. An Indispensable Adjunct to the Modern and Progressive Undertaker.

Recent Changes in Design and Construction have Greatly Improved the Appearance and Practical Utility of this Case, and Reduced its Weight, Making it much more Convenient to Handle.

Removable Interior Tray Retains All Leakage and Discharge, and Greatly Facilitates the Handling of Bodies. Handles conveniently placed to enable two persons to remove without difficulty.

Inside Dimensions: 75 in. long, 20 in. wide, 15 in. deep.

Prices: With Tray $34.00; Without Tray $32.00; Tray Alone $6.00

Sold by the Leading Canadian Jobbers.

Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

Undertakers' Department

Problems affecting the Undertaking Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

PROGRAM *for* ANNUAL C.E.A. CONVENTION

This year will be the thirty-fifth annual business gathering and eighth annual school of embalming—Details all worked out—Special features, lectures, picnic and games—Examination for embalmers follow school.

ALL arrangements having been completed for the forthcoming convention of the Canadian Embalmers' Association Convention, to be held in the Anatomical Building of Toronto University, on September 3, 4 and 5 next, we give below the details of the program:

TUESDAY, SEPTEMBER 3RD

The Officers will receive members 9 a.m. to 10.30 a.m.

10.30 a.m.—Convention called to order by President McArthur.

Reading of Minutes.

Prof. Chas. A. Renouard will give a short introductory talk, covering the subject of his lectures and demonstrations.

AFTERNOON SESSION

The Secretary will be present at 1.30 p.m.

1.30 to 2.30—Open to give members of our Association an opportunity of addressing the Convention on any subject beneficial to the profession.

2.30—President's address.

Appointment of committees.

3 to 4.30—Lecture by Prof. Renouard.

Embalming; the body and its constituents; putrefaction; arteries, veins and capillaries.

WEDNESDAY, SEPTEMBER 4TH

Meeting called to order.

Secretary's report.

Treasurer's report.

9.30 a.m.—Special address of important interest to embalmers on "Necropsies," by W. L. Robinson, B.A., M.B., Assistant Pathologist at Toronto General Hospital; Demonstrator in Pathology; Assistant Curator of Pathology Museum, University of Toronto.

10.30—Lecture by Prof. Renouard.

The blood; circulatory systems of the body; arteries and veins; use of various arteries for injections. Modern embalming and removal of blood with modern instruments.

AFTERNOON

Adjournment for annual picnic and games at Island Park.

THURSDAY, SEPTEMBER 5TH

9 a.m.—Committee reports and unfinished business.

10 a.m.—Lecture by Prof. Renouard.

Dropsy and its treatment; drowning; gangrene and its treatment; infection, contagion and disinfection. Bacteriology as it relates to the embalmer; embalming of infants with special instruments; autopsies and their treatment.

11 a.m.—Nomination and election of officers.

General and new business.

AFTERNOON SESSION

2 p.m.—Installation of officers by retiring president, followed by conclusion of unfinished business.

3 p.m.—Concluding lecture by Prof. Renouard.

Question Box, and such special work as may be deemed advisable.

Practical demonstration of modern methods of removing blood from any part of body with special tubes and instruments. New method of cavity injection with removal of gases and liquids from all parts of the body; modern methods of removing tissue gas from chest and neck; rigor mortis and its meaning; discoloration; poisons and their characteristics.

The professor's work will all be presented in understandable language, and demonstrations will be made whenever it is necessary to do this to make the work more valuable. This will be a practical Convention.

EXECUTIVE OFFICERS *for* 1918

Who will handle this year's Convention.

F. J. McARTHUR	*President*
ROBERT NUGENT	*Past President*
NORMAN L. BRANDON	*1st Vice-President*
F. F. MORRIS	*2nd Vice-President*
A. R. COLTART	*Treasurer*
FRED. W. MATTHEWS	*Secretary*

C. E. A. Annual Picnic

On Wednesday afternoon, September 4, the Convention will adjourn for the annual picnic and games at Island Park. All conventionites and guests are invited and expected to assemble at the Bay Street wharf at 1.30 to take the boat to Centre Island.

The first event will be a baseball game played by teams picked from among the travellers and funeral directors. The game is for blood, the directors being anxious to wipe out the defeat of last year by walloping the travellers all over the lot. The complete program of sports for the afternoon is as follows:

GAMES AND SPORTS

1—A real ball game between the Travellers and the Funeral Directors.
2—100 yards, open to members under 25 years.
1st prize—Case of Canicula Embalming Fluid.
2nd prize—Box of cigars.
3rd prize—Box of cigars.
3—75 yards, open to members between 25 and 35 years.
1st prize—Case of Osmotone, donated by H. S. Eckels & Co.
2nd prize—Door drape, donated by Central Casket Company.
3rd prize—Box of cigars.
4—Fat Man's Race, 200 pounds or over, open to members.
1st prize—Donated by Dominion Manufacturers.
2nd prize—Donated by Dominion Manufacturers.
3rd prize—Donated by Dominion Manufacturers.
5—Ladies' 50 yards dash—Open to wives of undertakers.
1st prize—Donated by Elliott Brothers, Prescott.
2nd prize—Donated by Elliott Brothers, Prescott.
3rd prize—Donated by Elliott Brothers, Prescott.
6—Handicap Race, 75 yards, open to proprietors actively engaged in business. Prizes donated by Evel Casket Co., Hamilton.
1st prize—5 yards silk lining, value $6.
2nd prize—Lady's silk robe; value $4.
3rd prize—Gent's robe, value, $2.
7—Assistants' Race, 100 yards, open to students at this year's school. Prizes donated by Canadian Furniture World and The Undertaker.

Real Shore Dinner

Following the games adjournment will be made to Hotel Manitou for a real hot fish shore dinner. During the dinner and afterward, Charlie Musgrave will direct the choruses, and Joe Williams will entertain with some of his very latest selections.

Prizes will be distributed before the evening's festivities are concluded.

WHY YOU SHOULD COME

THERE are so many features to this year's Convention that it is advisable for members to make early arrangements to be present. Be sure to take in the picnic and games, on Wednesday afternoon.

Every member in good standing as he registers at Convention Hall will receive a complimentary ticket, entitling him to all the privileges of the picnic, games, dinner and entertainment.

This year's Convention will be a "practical" Convention. Prof. Renouard will address in plain, understandable language, and will do his work along the most scientific lines.

A contest for a $75 grip and instruments will be an added feature to this year's Convention, open to those who attend the business sessions. The drawing will take place at the Island, the winner being announced after the games.

THE SCHOOL PROGRAM

It is Prof. Renouard's desire to have all students pass the Examining Board. The first session of the school will open on Tuesday, August 27th, in the Anatomical Building of Toronto University, and continue throughout the week. The prompt attendance and careful attention at all sessions will greatly help both pupil and teacher.

Below are given a list of subjects that will be taken up at the School and Convention:

LIST OF LECTURE SUBJECTS

Embalming—The body and its constituents.
Putrefaction.
Arteries, veins, capillaries.
The blood.
Circulatory systems of the body.
Arteries and veins of the body.
The use of the various arteries for injections.
Modern embalming, and removal of blood with modern instruments.
Dropsy, and its treatment.
Drowning.
Gangrene and its treatment.
Infection, contagion and disinfection.
Bacteriology as it relates to the embalmer.
Embalming of infants with special instruments.
Autopsies and their treatment.
Practical demonstrations on bodies provided for this purpose, showing modern technique in treating black eyes, sunken features, discolored ears, finger tips and nails.
Special demonstration of body of baby, showing modern technique in these cases with special instruments provided for that purpose.
Demonstration of modern methods of removing blood from any part of the body with special tubes and instruments.
New method of cavity injection with removal of gases and liquids from all parts of the body.
Demonstration showing modern methods of removing tissue gas from chest and neck.
Provision will be made to permit members to raise the various arteries of the body under direction of the lecturer.
Signs and tests of death.
Rigor mortis and its meaning.
Medico-Legal examinations.
Discoloration and its relation to legal questions.
Poisons and their characteristics.



Joe Williams, himself, and in two of his characterizations.





With Charlie Musgrave he will help with the dinner entertainment.

ARE YOU COMING TO THE

CONVENTION

which meets

September 3, 4, and 5?

Hear Prof. Renouard in his plain, practical talk.

See the work done by the most scientific methods.

Remember this:

The man that requires no teaching is slipping backwards. He is a backslider.

You cannot come to the Convention without taking home some useful information.

Your people are expecting better work from you than they did a year ago.

Come and join us at the Banquet.

Be present at the Ball Game and the Races.

MEET THE BOYS.

CANADIAN EMBALMERS' ASSOCIATION CONVENTION

SEPTEMBER 3, 4, and 5.

EXAMINATION FOR EMBALMERS

The Ontario Government Board of Examiners, under the Embalmers' and Undertakers' Act, will conduct an examination in the Anatomical Section of the Toronto University Building, on Friday, Sept. 6, commencing at 9 o'clock in the morning. Candidates wishing to take the examination for qualification and Government license as embalmers, will send in their application and fee of $20.00, to the secretary, not later than Sept. 1st, 1918. Blank forms of application can be had on application to the secretary, T. E. Simpson, Sault Ste. Marie, Ont.

PROF. RENOUARD'S HIGH REPUTATION

Ever alert to providing educational features of the highest character for its members, the Canadian Embalmers' Association has secured the services of Prof. Charles A. Renouard of the Renouard Training School for Embalmers, of New York City, as lecturer and demonstrator for the annual meeting which opens in Toronto, September 3, following a special school of instruction to be conducted by Prof. Renouard beginning August 27. The presence of Prof. Renouard should in itself be a guarantee of a large attendance at this meeting. Prof. Renouard stands so high in his profession that it goes without saying that our Canadian brethren will receive the benefit of his many scientific discoveries that have raised the standard of modern embalming to its present high place in the profession. The Canadian Embalmers' Association has extended the time of meeting so as to give all of its members the benefit of this great educator's knowledge, which should induce embalmers from all parts of the Dominion to attend this meeting and make it a fitting tribute to this great lecturer's presence. A very instructive program has been arranged and bodies will be used to present the scientific treatment of cases. We advise all who can possibly attend this meeting to do so, as this will be an opportunity to gain valuable information under the direction of this eminent instructor. Don't forget the dates and arrange your business affairs accordingly. August 27 to September 5 at Toronto, where all preparations have been made to have one of the most interesting gatherings that you have ever attended. The educational features of the meeting alone will be worth a long distance trip.—Sunnyside.

PROFESSIONAL NOTES

George Speers has purchased and is remodelling a fine residence in the better part of Regina as his new funeral directing headquarters, and with it is changing his whole system. He has built a new garage, giving his place a metropolitan appearance, and has now a complete new motor funeral outfit.

At the recent convention of Rotary Clubs of the World held at Kansas City, R. U. Stone, who represented the Canadian funeral directing profession on the Executive was re-elected chairman of his section. There were about 20 funeral directors at the convention, and at the sectional meeting interesting talks were given by Prof. Hohenshoe; H. H. Williams, of Honolulu, Hawaiian Islands, on the funeral of Queen Liliuokalani, which he supervised; and R. U. Stone, on the Halifax disaster.

By latest accounts it looks as if the Purple Cross movement in the U. S. would make some headway.



Interior view of Prof. Chas. A. Renouard's school for embalming in New York.

The first lady embalmer in the West has made her appearance in Mrs. Morrow of Gull Lake, Sask., who attended the recent Saskatchewan Convention. Mrs. Morrow is of great assistance to her husband, also a funeral director. The number of women entering the profession in Canada is increasing.

W. O. Roy, superintendent of Mount Royal Cemetery, Montreal, has originated a national soldiers' burial plan which has been laid before the Canadian Government. The idea is to assure all Canadian soldiers who return home alive, a resting place in a soldiers' plot with an appropriate bronze grave marker, in due time when they die. This idea is already in vogue, and has been for a year or more in Toronto, a plot in the front part of Prospect Cemetery being reserved for deceased soldiers.

A remodelled auto funeral car, and a young lady in charge of the office, are the latest additions to the R. U. Stone staff at Toronto.

Chas. Boutelle, of Chas. Boutelle & Son, funeral directors and furniture dealers, Danville, Que., is dead.

G. W. C. Graham & Co., funeral directors, Toronto, have dissolved, Mr. Bedford retiring and Mr. Graham continuing the business.

The hot weather may take the starch out of your collar, but don't allow it to take the starch out of your ambition.



Co-Operation Means Service

"Two heads are better than one," is an adage accepted in every walk of life.

One of the chief advantages growing out of the amalgamation of several successful concerns lies in the fact that the executives of the various plants, the men who have made them successful, are brought into close contact and into constant co-operation.

The best practice developed in any plant is introduced into all; the faulty methods in any plant is sooner located by one or another of the partners involved, and as a result of co-operation and co-ordination, the procedure throughout the entire plant is standardized at a higher level of efficiency than ever before.

In selling, the same increase of effectiveness has developed. By systematic co-ordination of all selling effort, each customer is served from twice to three times as frequently as in the old days of separate factories. Furthermore, the study and analysis of orders secured, of salesmen's records, etc., is carried out far more thoroughly with the one large concern than was possible with the many small ones.

Dominion Manufacturers Limited

Head Office: 109 Niagara Street, Toronto, Canada.

DOMINION SERVICE



No. 666. Gates Ajar Casket

(No. 1175 Handle used)

VARIETY an ELEMENT in SERVICE

IN OUR RANGE OF SOME 20,000 DESIGNS

No. 666. GATES AJAR, is original, up-to-date, and a saleable Casket.

Interior of Pebbled Honeycomb or Hand-Crushed Boscoe.

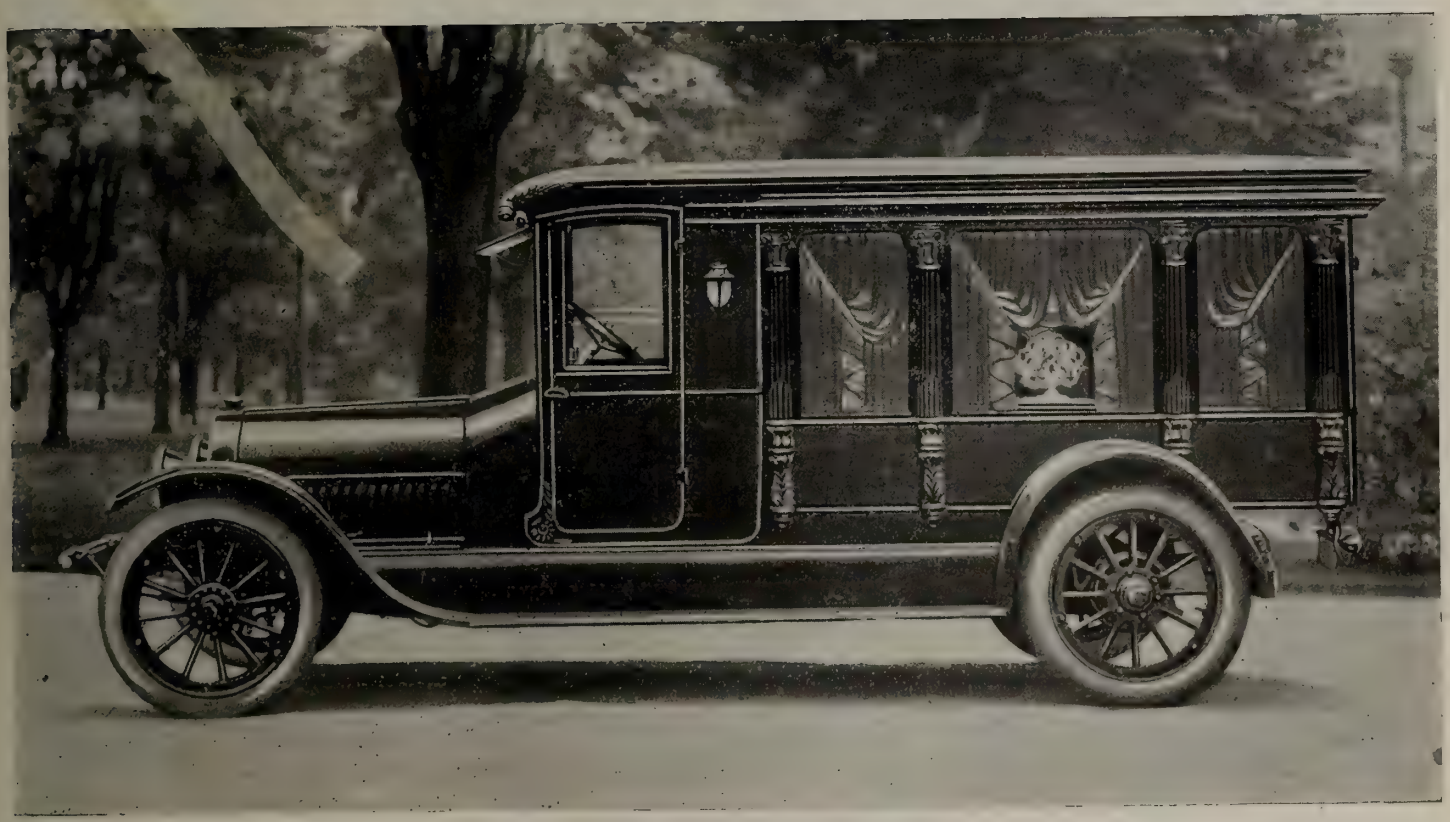
"Look for this at our Exhibition display"

Dominion Manufacturers, Limited

Head Office: 109 Niagara Street, Toronto, Canada.

"GREER" means—

Quality
Design
Workmanship
Finish



No. 10 Motor Hearse

We would like to see you at the Convention

We will have a motor hearse on exhibition at the Convention Hall

A. B. GREER & SON - London, Canada

ASSOCIATIONS HOLD *annual* CONVENTIONS

Report of Western Canada Funeral Directors and Embalmers Ass'n Convention at Winnipeg, and the Saskatchewan Funeral Directors Ass'n annual meeting at Saskatoon—What the Western funeral directors are doing.

(Special Correspondence Canadian Furniture World and The Undertaker)

THE 14th annual convention of the Western Canada Funeral Directors' and Embalmers' Association was formally called to order in Manitoba Medical College, Winnipeg, on Tuesday, July 9, by President W. D. Dunbar, of Napinka. There was a fair attendance.

Secretary A. B. Gardiner presented his yearly report, which showed progress for the Association since last Convention. The financial statement of Mr. Gardiner was also satisfactory.

Prof. R. U. Stone, Toronto, was the lecturer and demonstrator at this year's Convention, and his talk and work were voted as the best the Manitoba Association has had in its history.

On Wednesday afternoon, July 10, the Convention adjourned for the annual outing of the Association, which this year took the form of a boat trip down the Red River to the Government Locks.

A baseball game between wholesalers and funeral directors took place at the locks, the wholesalers winning by a substantial margin, after taking on as "ringers" the professor and one or two other professional players. The day was without mishap, except for some barked shins and torn clothes suffered by the ball players; and the supper on the boat back to Winnipeg was enjoyed by all.

At the closing sessions of the Convention on Thursday, the elections took place, A. S. Bardell, Winnipeg, being put in the president's chair, and A. B. Gardiner, Winnipeg, being re-elected secretary-treasurer. It was decided to make Winnipeg the permanent meeting place, and some time there in July next the 1919 Convention will be held.

THE fifth annual Convention of the Saskatchewan Funeral Directors' and Embalmers' Association was the best of the series so far held. It was full of enthusiasm and pep from start to finish, and judging by the selection of officers much may be expected from this Western organization. The meetings were held in the City Council chamber at Saskatoon on July 15, 16, 17 and 18, under the chairmanship of President Bellamy of Moose Jaw, and, as at Winnipeg, Prof. R. U. Stone, Toronto, handled the lectures and demonstrations.

Both at Winnipeg and Saskatoon, Prof. Stone emphasized the efficiency note in funeral directing, and he touched upon present conditions in the profession and after-the-war problems. Service was a keynote in his various addresses, and Prof. Stone showed at both conventions the importance of undertakers and embalmers keeping abreast of the times and improving always in methods.

Prof. Stone's lectures and demonstrations covered the following: use of cosmetics, demi-surgery, post-mortem cases, blood discolorations, communicable diseases, decomposition, bacteriology, arterial and cavity embalming, anatomy of circulation, respiration and digestion.

Dr. M. M. Seymour, Commissioner of Public Health for Saskatchewan, gave a demonstrated lecture on how to properly fill in papers for burial and transportation, and the reasons why this was required.

On Thursday afternoon the convention closed for the day to accept the hospitality of the local funeral directors and municipal authorities to attend the Sas-

(Concluded on page 52)



W. D. DUNBAR, Napinka, Man., retiring president of Manitoba Funeral Directors' Association.



G. H. McKAGUE, Saskatoon, President-elect of Saskatchewan F. D. Association.



A. B. GARDINER, Winnipeg, re-elected secretary of Western Canada Association

BEFORE



We specialize in undertakers' work. The hearse shown above was converted by us from a horse-drawn vehicle into the handsome, up-to-the-minute motor hearse illustrated below.

Brophey Bros., of Goderich, who are owners of the hearse, state that they are well pleased with the alterations and the job we turned out.

We can rebuild hearses to fit any chassis. All remodeling and lengthening of chassis done on the premises by our own workmen.

We will appreciate your enquiries and will guarantee you satisfaction. Only the best material is used and the workmanship is unequalled.

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AFTER

Treatment of Burned Face

By Prof. Chas. O. Dhonan

The case was that of a young woman who had attempted to hasten the process of building a fire in the kitchen stove by adding gasoline to the smoldering mass in the stove. An explosion resulted and her clothing caught fire and before the fire could be extinguished the outer layer of skin over most of the body and particularly over the face was badly burned. Death resulted shortly afterward.

The first examination of the body showed the face to be burned to a dark brown, the first impression one received from an examination was that the person was colored. The embalming treatment resorted to was as follows: The axillary artery and vein were raised. On opening the vein tube the little blood which flowed was dark and thick; the usual condition in a case of this kind. Drainage in amount of blood removed was not satisfactory—the usual report in cases of this kind. The body weight being about 140 pounds, the



Funeral of late Lt.-General Sir F. S. Maude, commander of the troops in Mesopotamia, outside the city of Bagdad. This is one of the first pictures of the funeral to pass the censor and reach Canada. Indian troops are seen lining the road, and an idea of the sandy soil in which the burial was made can be gained from the picture.

amount of fluid injected was 1½ gallons, and the fluid was of normal strength. No precautions were taken to favor cosmetic effect, since the dark brown epidermis ruled this out. Preservation was fairly satisfactory.

After completing the arterial and cavity injection, our attention was directed to the face. The first treatment given was to use the scalpel edge over the burned skin in an attempt to remove the epidermis by scraping. The adherence of portions of the epidermis to the derma made it impossible to use this operation successfully. It was then decided to use a strong alkali solution to dissolve the epidermis; the treatment being based on the use of potassium hydroxide solution in the removal of cuticle by manicurists.

A rather weak solution of potassium hydroxide was poured on the skin and a rubbing operation begun. After a few moments this combined treatment began to cause the epidermis to loosen up and come off in spots. After continuing this process for about ten minutes we found that we had no more of the potassium solution. It was then decided to resort to a strong solution of ordinary washing soda. The rubbing was persisted in, and, with the use of about half a gallon of the washing soda solution made by adding four ounces of washing soda to a half gallon of hot water, the results were entirely satisfactory, the remaining epidermis having been dissolved and removed.

The face at first was dark brown, and the removal of the epidermis by dissolution exposed the derma or true skin. The unusual happening in this case being that the derma had not been affected by the burning, and that having removed the epidermis a uniform natural color was secured. Cold cream was immediately applied to the derma to prevent desiccation as the derma is not protected against drying. This preserved the natural color.

The eyebrows and eyelashes had been singed off. A light brown eyebrow pencil was used to trace the outline of the eyebrow and to fill in this outline. A dark brown eyebrow pencil was used to give depth to the picture of the eyebrow. The stub ends of the eyebrows were still in place, and the dark brown material was rubbed on these stubs, giving the appearance of the natural eyebrows when exposed to the proper light. The same treatment was given the remains of the eyelashes. The hair had been singed from the temples, and the light and dark brown eyebrow pencils were used to picture the natural hair.

The effect produced was remarkable when seen at the right distance and in the proper light. No set rule can be made as to what constitutes right distance and proper light. This is a matter which must be determined in each individual case by experimentation.

The principal conclusions are that potassium hydroxide solution and a solution of washing soda, will dissolve the burned epidermis and make its removal possible providing all the epidermis has been affected by the fire.

AEROPLANE FUNERALS COMING?

A London dispatch tells how an aviator was recently injured when his machine was forced to land. In response to a telephone message, another aeroplane brought a doctor to give him first aid. Mail is being regularly delivered by aeroplane between New York, Philadelphia and Washington. These are two more indications of extended activity in the air. Therefore, in due time, we may reasonably expect the aeroplane funeral.—The Sunnyside.

WESTERN ASSOCIATIONS CONVENTIONS

(Continued from page 50)

katoon Fair, which was an eye-opener for many of the visitors. The grounds, exhibits and shows were free to the conventionists and they thoroughly enjoyed the respite from their work.

At the election of officers on the last day, G. H. McKague, of Saskatoon, was elected president, and James McGuirl was re-elected secretary.

The Winnipeg Casket Co. made a great showing in their warerooms at Winnipeg, and shipped their whole display to Saskatoon, for the Saskatchewan Convention. Manager Chas. Crossland attended both conventions, as did D. M. Andrews, secretary of Dominion Manufacturers, Ltd., Toronto.

Much of the success of the two conventions is due to the work of the wholesale houses and the travellers in the West, who got so many of the funeral directors to attend the Convention.

SOME DAY *DIOXIN* WILL BE USED BY PRACTICALLY EVERY GOOD UNDERTAKER!

These are Some of the Reasons why WE Recommend DIOXIN and why YOU Should Use It!

It is interesting and impressive to talk with the funeral director who has adopted DIOXIN, the Peroxide of Hydrogen fluid.

He entertains no misgivings, no doubts, no uncertainties.

He KNOWS that he has the Best Fluid in the world and he will tell you WHY.

And we firmly believe that the weight of his experience soon will result in the majority of other funeral directors using DIOXIN.

We have implicit faith in the working of that business law which rewards a product in proportion to its deserts; and we are confident that its application will benefit DIOXIN Embalming Fluid.

We believe in the professional world—whether it be caskets, or hardware or linings or embalming fluids—a sifting process goes on continuously which sends the unfit to the bottom and the fittest to the top.

We believe that an inexorable law is set in motion by an exacting professional demand which unerringly will hunt out DIOXIN as the best fluid just as it has hunted out the best caskets and the best funeral supplies.

And it is our quiet conviction that DIOXIN IS the best fluid made in America to-day; that the sifting process is under way; that professional sentiment is rapidly turning in its favor; and that it is only a question of time before DIOXIN will be used by every funeral director who demands the best.

Dioxin Contains More Peroxide than Any Other Fluid Made!

H. S. ECKELS & COMPANY 221 FERN AVENUE TORONTO, ONTARIO, CANADA

DISINFECTION AND FUMIGATION

These two terms are in no sense synonymous, as many persons think.

Fumigation consists of the use of vapors, smoke or gases as more frequently applied at the termination of certain diseases.

Disinfection is a much broader term, and includes all agents or methods employed in the distruction of disease germs from the inception of a disease to its termination.

It is now believed by some of the ablest sanitary authorities, and is being carried out in various localities, that terminal fumigation is of little or no value. If the case has been properly cared for, there is practically nothing left to be destroyed by terminal process of fumigation, even if efficient—which it probably is not in a great majority of cases.

It is probable that most of the so-called fumigation is valueless, one reason being that it is not performed under proper conditions to be effectual. Health officers, as a rule, do not take into consideration the temperature of the room, the humidity, the porosity of the walls, force of wind currents, etc., or some other factors that are essential to successful disinfection.

Terminal disinfection has been abandoned in several of the cities of this country, notably in Providence, R.I., New Haven, Conn., and New York City. New Haven abandoned terminal fumigation in 1905, while Baltimore for a period of years from 1903 very carefully performed fumigation following all cases of scarlet fever and diphtheria. In both these cities statistics were kept, embracing between 1,000 and 2,000 cases in New Haven and some 4,000 cases in Baltimore, and the statistics showed a recurrence in approximately 1¾ per cent. of cases in New Haven, while in Baltimore, under disinfection, the percentage of recurrence was practically the same, thus showing that nothing had been accomplished by the latter city through terminal disinfection.

Another feature connected with fumigation is that formaldehyde, which is employed almost exclusively for that purpose, does not penetrate substances; at most, only surface disinfection is accomplished by its use.

In discussing scarlet fever, McNutt, in his admirable work "Manual for Health Officers," says: "Terminal disinfection is apparently of little or no value, especially if proper bedside disinfection has been carried out."

Rosenau says: "Terminal disinfection during recent years has been disparaged as a public health measure because it has little effect upon the control of the communicable diseases, and the cost of such disinfection appears to be disproportionately large to the benefits." He states, further, that it is much more important to destroy the infection during the progress of disease than to trust to terminal disinfection only. He adds, however, that formaldehyde terminal disinfection should be practiced in all diseases in which the environment may have become infected.

Numerous other writers have taken the same position. It is the consensus of opinion among leading health officials that, in lieu of terminal fumigation, there should be a thorough cleaning up—scrubbing woodwork, floors, bedsteads, tables, etc., with soap and water or with a disinfecting solution, and the exposure of unwashable bedding, like mattresses, pillows, puffs, etc., to outdoor air and sunshine.

Criticism of Purple Cross

By Howard S. Eckels

CONCLUDED FROM LAST MONTH

So many have been the spheres of its beneficence and so widespread has been the good which it has accomplished, that it is doubtful if to-day the medical and nursing service which the Red Cross furnishes plays more than a small part in its activities. In other words, the Red Cross was able to do not only all that it promised the people to do, but has been able to spread the mantle of American charity over the homeless, the suffering, and the bereaved throughout the world.

Can any man question that, under the guidance and supervision of the undertaking profession, sufficient funds can be secured to finance the one, single and only object which the Purple Cross so far has volunteered to undertake—the scientific preservation of the recoverable bodies of our soldier dead? To argue that the undertaking profession is so lacking in either ability or standing as to be unable to do so would be to show small faith in either our profession or in the mothers, fathers, families and friends of those who are serving civilization at the front.

It is our firm belief that the first call for funds to support this movement will result in contributions large enough to thoroughly equip the needed forces of men and to maintain them for many months thereafter. It must not be overlooked that back of the funeral directors of the country is a great and patriotic industry comprising nearly three hundred supply houses, with a rated capital exceeding thirty millions of dollars and assets of many, many times that sum.

Practically, the whole organization of the Red Cross, except the central body, had to be organized and equipped after the war broke out. The great organizations of the undertakers of the country, the associations, the casket manufacturers, the Conference of Embalming Board Examiners, the fluid manufacturers, to say nothing of the Purple Cross organization itself, which already numbers thousands of members, are an organization already created and waiting only the signal that Congress has acted favorably on the Purple Cross bill to spring into an activity which will be an honor to the country, a credit to the profession, a solace to the bereaved, and a comfort to those who are offering their lives on the altar of civilization.

Large sums already have been offered the Purple Cross, and many cheques have been sent headquarters by patriotic undertakers and well-wishers from outside the profession, but these have, however, been returned with the thanks of the founders of the movement and their explanation that they could not see their way clear at the present time to accept financial assistance—not even from members of the Purple Cross. It has been felt from the first that every dollar contributed by anyone to the Purple Cross should be used for the single purpose of caring for the bodies of our soldier dead, and that until Congress or the War Department made is possible for us to so apply these funds, none could be accepted.

The third great question to be considered is whether it is possible for us to preserve the bodies of our dead so scientifically that even after the lapse of years they may be disinterred and identified by their loved ones. The answer to this question descends to the very elements of our profession.

What is embalming? Embalming is the chemical disinfection of the dead human body.

What is disinfection? Disinfection is the destruction of the germs of both decomposition and disease.

How may we disinfect and consequently preserve a dead human body? By thoroughly saturating the tissue with disinfecting and preservative chemicals.

How is this saturation to be accomplished? By the utilization of the arteries, capillaries, veins and the lymphatic circulation to reach every particle of flesh and fibre in the human anatomy.

The undertaker, therefore, who questions the possibility of accomplishing this work, only confesses his own lack of knowledge of the circulatory system and his own inability to utilize it for this purpose. There is no question whatever about the possibilities of embalming. Doubt arises only in the minds of those whose knowledge of anatomy and whose knowledge of embalming goes no further than the simplest rudiments of the profession.

That there are a few such men in the profession, no one doubts; but practically all of these came in during the period when our laws were far less rigid than they are to-day. Of the doubters few have acquired their licenses by examination before our State Boards. Most of them were granted licenses because they were in business at the time the law was passed, it not being deemed just, wise or legal to pass a law which would be retroactive in its effects or which would deprive any man of the privilege from pursuing the profession in which he already was engaged.

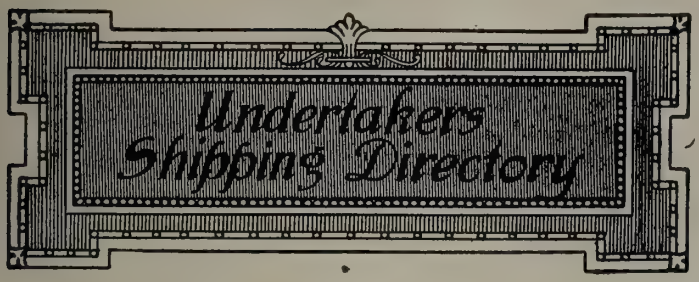
The man who has a scientific knowledge of the circulatory system, who has the principles of sanitary science thoroughly in his mind, who has made a study of disinfection, unquestionably can preserve with certainty, any body which comes into his hands within a reasonable time after death. Broken circulation, due to shell wounds or bullets, present no problems which are not familiar to those who have handled posted cases and which cannot be circumvented in precisely the same methods as are employed in such cases.

The new arts of demi-surgery and ultra-embalming likewise are of inestimable value and since the expert embalmer can readily grasp the principles behind them and needs only a superficial training to put them into effective practice, it is utter folly and a bald confession of his own incompetence for any undertaker to claim that the work cannot be done.

It should be done; it can be done; and with God's help, it will be done.

THE BUSINESS SMILE

The thing that goes the farthest towards
Making life worth while,
That costs the least and does the most
Is just a pleasant smile.
The smile that bubbles from a heart
That loves its fellowmen,
Will drive away the cloud of gloom
And coax the sun again.
It's full of worth and goodness, too,
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—To be Held at—

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The Government Board of Examiners, under the Embalmers' and Undertakers' Act, will conduct an Examination in the Anatomical Section of the Toronto University, on Friday, Sept. 6th, 1918, commencing at 9 o'clock in the morning.

Candidates wishing to take the Examination for qualification and Government license, will send their application and fee of $20.00 to the Secretary not later than Sept. 1st, 1918. Blank forms of application can be had on application to the Secretary.

T. E. SIMPSON,
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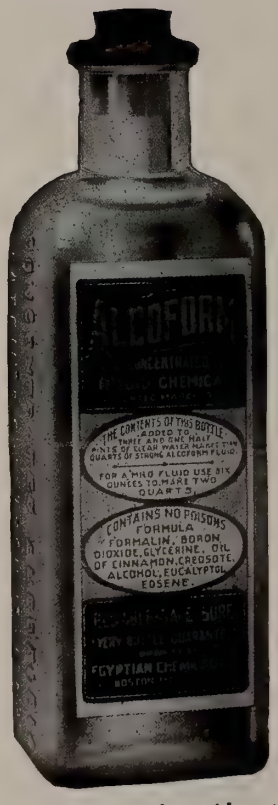
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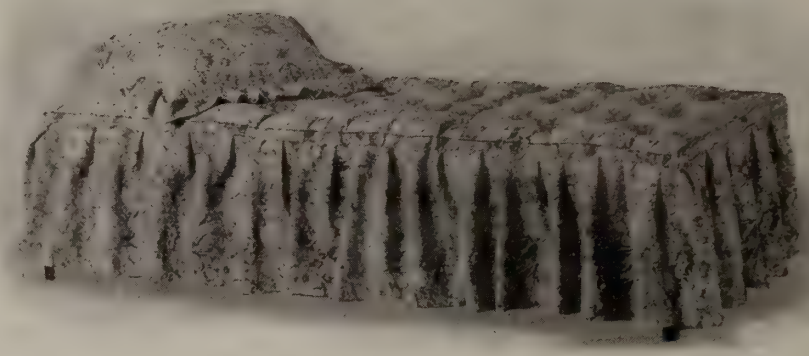
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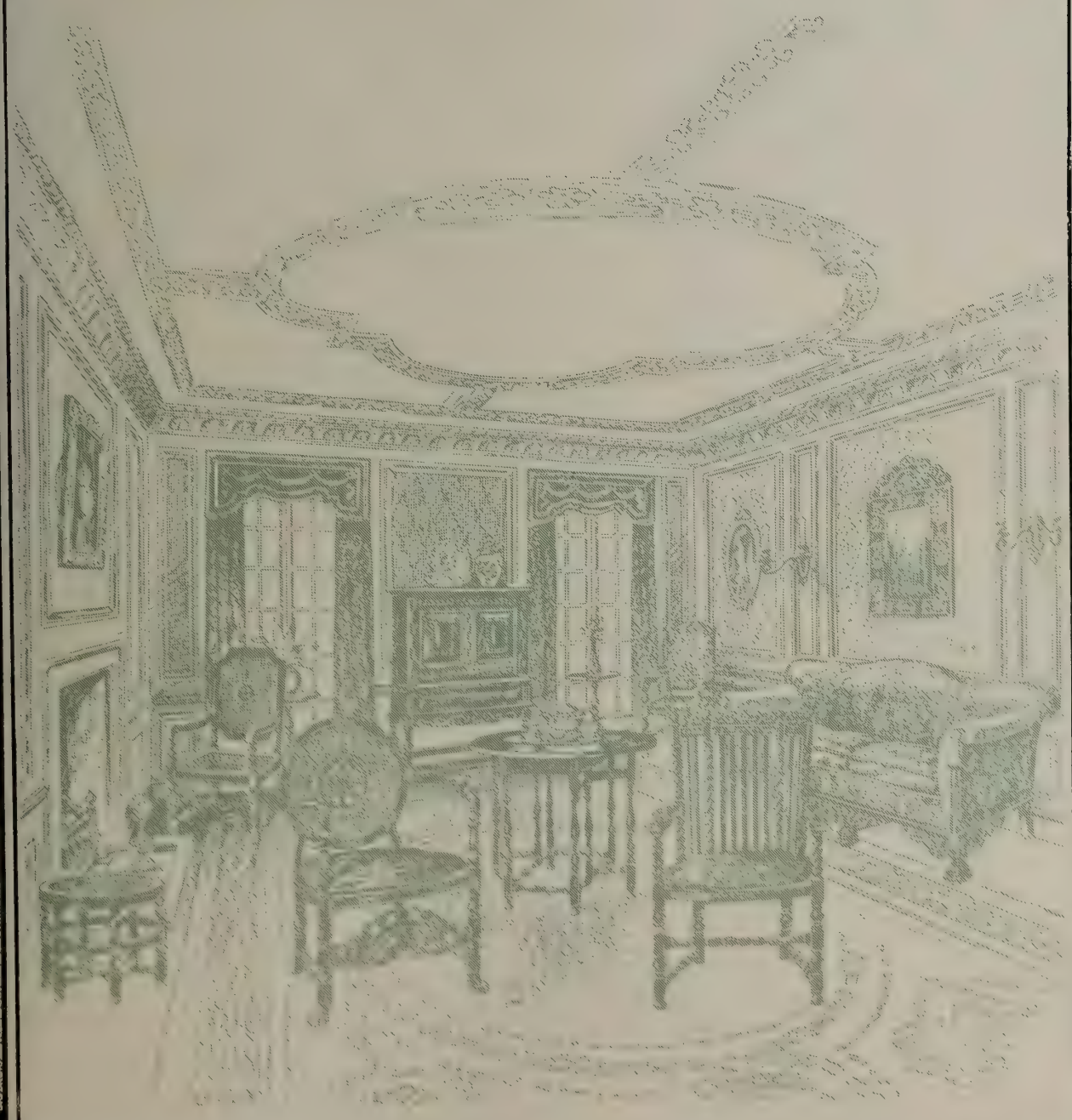
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STRATFORD FURNITURE



Attractive Dining Room Suite in gumwood



Our business is based on the assumption that the trade wants "Quality goods." The dictionary gives the meaning as "character." We believe this may apply to low cost as well as those of high cost. This dining room suite has "character," and it is this subtle quality that makes for continual success. Write for price and small sample of Walnut Finish.







The Stratford Chair Company, Limited

STRATFORD - ONTARIO

STRATFORD FURNITURE

FURNITURE of the William and Mary period, as interpreted by our skilled designers and craftsmen, creates a dining room always in good taste.

In stocking these goods you are sure of ready sales and satisfied customers.



5060 BUFFET



5059A



5067 EX. TABLE

The George McLagan Furniture Company, Limited

STRATFORD, ONTARIO

STRATFORD FURNITURE



5060A BUFFET

William and Mary Period

A dining room suite in handsome American black walnut appropriately expressive of dignity and repose, so characteristic of McLagan productions.

Order now for Fall delivery.



5064 CHINA CABINET



5059 DINER

The George McLagan Furniture Company, Limited

STRATFORD, ONTARIO

STRATFORD FURNITURE

A PROFITABLE INVESTMENT



A comparatively small amount of money invested in

Imperial Rattan Furniture

will yield you a nice return on your money as well as bring you satisfied customers.

Attractive designs that are entirely original.

WRITE US FOR PRICES



IMPERIAL RATTAN CO., LIMITED

STRATFORD, ONTARIO

Mr. Furniture Dealer:

Are you getting and reading The Canadian Furniture World and Undertaker regularly? If not, send $1.00 to address below, and the paper will come to you, postpaid, each month.

The Commercial Press, Limited

32 Colborne St., Toronto



Art Bedroom Furniture



We illustrate Suite No. 89—one of our latest designs in the period of Louis XVI. This suite is beautifully finished in Ivory Enamel, is extremely neat in appearance, and will fill a long-felt want in the furniture store that requires good bedroom furniture.

The price is particularly attractive.

Write us to-day for further information.

Art Furniture Company, Limited

KITCHENER - ONTARIO





Upholstery Leather

We carry in stock all grades in standard colors for immediate shipment

Spanish, Fancy, Enamelled and Goat Grain Finishes

Unsurpassed Selections
Well Trimmed Hides

The most economical leather on the market.

Let us quote you on cut stock.

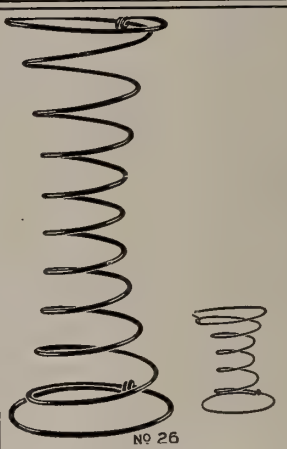
Boullee Fraser Leather Mfg. Co., Inc.
234 Canal Street, NEW YORK

The National Table Company, Limited
The Owen Sound Chair Co., Limited
The North American Furniture Co., Limited

Owen Sound Ontario

Manufacturers of Medium and High-Grade Dining Room, Bedroom, Hall, Living Room and Library Furniture.

Catalogues sent on application



Upholstery Springs

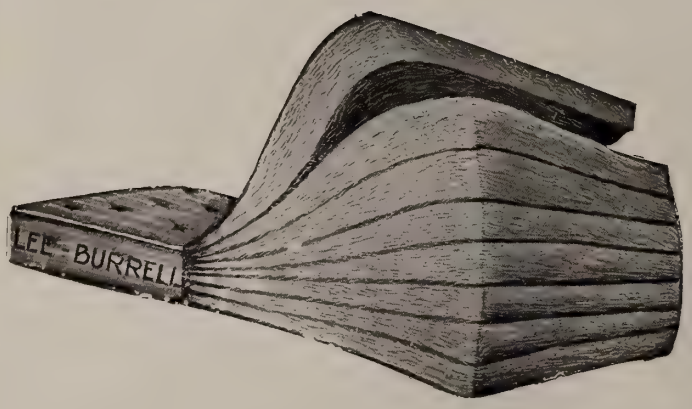
Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

HELICAL SPRINGS
for spring bed and mattress fabrics.

Get the habit ; buy Canadian springs.

James Steele, Limited
Guelph, Canada

"Hygienic" Mattresses are Guaranteed



When you sell a mattress you like to say with confidence: "Now, the material in that mattress is all CLEAN, NEW and THOROUGHLY SANITARY, and we will guarantee that." People like to be told things with confidence.

Well, that's what we can do with every HYGIENIC MATTRESS we sell you. They have the wear, too, and that makes friends of your customers.

Various grades and prices, but all one Quality—THE BEST.

Standard Bedding Company, 27-29 DAVIES AVENUE Toronto

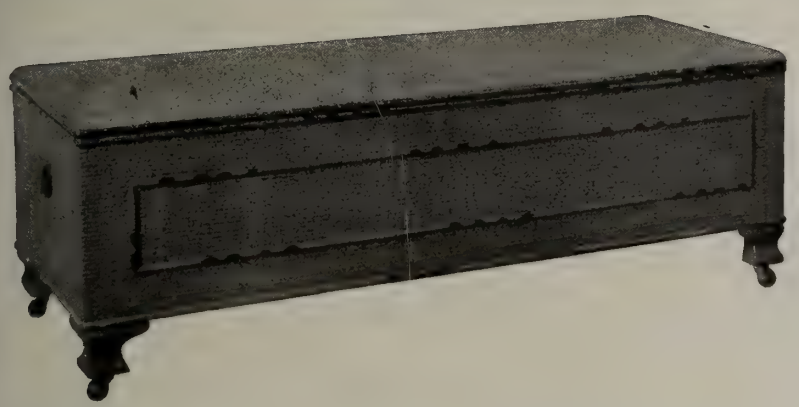
WE BEG TO ANNOUNCE THE

publication of a New Catalogue, under the date of September 1st, 1918, and any dealer in picture frames and mouldings who does not receive our catalogue at an early date will be supplied upon request.

MATTHEWS BROS., LIMITED

THE BIG CANADIAN MOULDING HOUSE

1906 DUNDAS STREET WEST TORONTO, CANADA



B.C. Red CEDAR **Bedroom Boxes**

¶ Made of ¾in. B.C. Red Cedar covered with Japanese matting and trimmed with rattan. Bent hinges and casters. Top panelled and nicely padded. Made in three sizes.

Particulars of other lines on request

D. L. Shafer & Co.

ST. THOMAS - ONTARIO

THE BEAVER FURNITURE CO., Limited

formerly

THE BERLIN TABLE MFG. CO., Limited

KITCHENER, ONTARIO

The original name being no longer appropriate, and being more or less misleading, inasmuch as the inference was that we made tables only, our desire is to have a name that will convey the idea that we are making a more general line.

In addition to our well-known tables, with the AUTOMATIC SLIDE, we are now turning out complete DINING ROOM SUITES as well as a few lines of individual BUFFETS.

The business will be under the same direction as heretofore, and all goods shipped will be of the same high-class workmanship and finish as we have supplied to our many customers in the past.

We beg to thank those who have patronized us in the past and believe that the quality of our goods warrants a continuation of your favors.

THE
HEART
OF YOUR EXTENSION TABLE IS THE
SLIDE

YOUR TABLE IS CONDEMNED IF THE SLIDE DOES NOT WORK PROPERLY

WABASH SLIDES
INSURE
SATISFIED CUSTOMERS



WABASH SLIDES { HELP SELL TABLES. ELIMINATE SLIDE TROUBLES

WE ARE
SLIDE SPECIALISTS
Having manufactured SLIDES exclusively—for 30 years
Many Canadian Table-makers use
WABASH SLIDES—
Because
We furnish Better SLIDES at Lower Cost.

Made by
B. WALTER & COMPANY
Factory St. WABASH, IND.
Canadian Representative:
Mr. Frank A. Smith, Kitchener, Ont.



Write for our special proposition to buyers in gross lots. It's worth investigating.

OUT OF SIGHT?

Never! The beauty of this line is its attraction value. Everyone who sees one wants one. Live dealers are finding it profitable to prominently display and feature the

PEERLESS FOLDING TABLE

How about you? Are you making use of this line as a trade magnet? Show YOUR customers the amazing strength and convenience of the "Peerless," and its hundred and one uses around the house. There's a place for one in every home—not to speak of churches, schools and clubs. Get in your fall order now.

Hourd & Co., Limited *Sole Licensees and Manufacturers* **Dept. W. LONDON**



Arm Rocker No. 4010

"N. A."

The Sign of Better Chairs

When you sell "N. A." Chairs to your customers you render an ideal service. You give them what they hope, but hardly expect to find, at the prices they can afford to pay.

Write us for illustrations and prices of our new lines for Fall Trade. They will interest you.

The North American Bent Chair Co.
LIMITED

OWEN SOUND, ONTARIO



No. 790



No. 787

The Meaford Line

The absolute reliability of Meaford Furniture has been an established fact for many years. This means that if you sell furniture of our manufacture to your best friends you need have no apprehension about the result of your transaction. *There is no better furniture obtainable for the money than that which we manufacture.*

✿ ✿

The complete Meaford Line comprises—

Bed Room Suites
Dining Suites
Hall, Library and Centre Tables
Jardiniere Stands
Music and Medical Cabinets
Wardrobes
Odd Dressers
Desks and Secretaries
Bookcases, etc.

✿ ✿

The

Meaford Manufacturing Co.

Limited

Meaford - - Ontario



Patriotic Pearl Paintings

½-Dozen Lots - $16.50

ON

Convex glass, 14x20, assorted military designs—outside size, 18x24, with opening to insert soldier's photo, or any photos. We also make 16x20 size, glass, flat assorted patterns, for any photo; also scenes in both styles.

Write for our catalogue No. 39.

Pictures, Frames, Mouldings, Statuary, etc.

G. L. IRISH

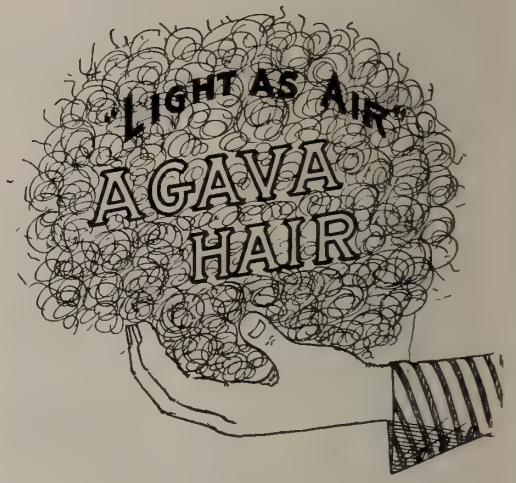
499 QUEEN STREET WEST, TORONTO, Ontario

Unsurpassed

Light and springy, free from dust or odor, and proof against vermin, it is unsurpassed in its possession of every essential of a perfect mattress filling—qualities that mean Comfort Assurance and Certainty of Sanitation.

It is superior to most hair in quality and beats it easily in economy.

Write us for prices and literature.



The Mattress Filler that "Comes Back"

The Canadian Feather and Mattress Co.

Limited

Toronto - Ottawa



No. 2629

Queen Anne Bedroom Suite



No. 2628

READY FOR IMMEDIATE DELIVERY

In addition to our extensive assortment of staples, we are manufacturing many Period Designs, one of the latest, in Mahogany, Walnut, and Quartered Oak, being illustrated here.

You can feel assured when buying our line that you are getting real values in BEDROOM FURNITURE, and there is no better made.

At any time when you are in Toronto, don't fail to visit our permanent showrooms, 136-140 King Street East. We have always on display samples of the newest and latest, designed furniture.

FACTORIES :
WOODSTOCK
KITCHENER
WATERLOO
SEAFORTH

CANADA FURNITURE MANUFACTURERS LIMITED

GENERAL OFFICES : WOODSTOCK, ONT.

WHOLESALE SHOWROOMS : TORONTO WINNIPEG

FACTORIES :
WINGHAM
WALKERTON
WIARTON

There's a Difference

COMPARE THESE TWO EXTENSION TABLES



This is our No. 559 "Twin" Pedestal table in a closed position—Note the neatly finished pedestals.



This is an average Dividing Pedestal table which always show the joint, and usually gap at the bottom after a few months wear.

Tilt-Top "TWINS" Extension Tables are made with a pair of pedestals, each complete in itself. They always present a completely finished appearance whether open or closed, showing no unfinished surfaces when extended. The three-point support of each pedestal give the table unequalled supporting strength.

In our range of designs and finishes you'll find just those qualities that appeal to the average woman.

Write to-day for price list.

The Chesley Furniture Company, Limited

CHESLEY - ONTARIO



A Great Seller for Fall Trade

Women will do without other things to have one of these LABOR and TIME SAVERS. This is the best built and best finished KITCHEN CABINET on the market.

No warping or sticking

Removable flour bin tilts forward for filling

Absolutely dust proof

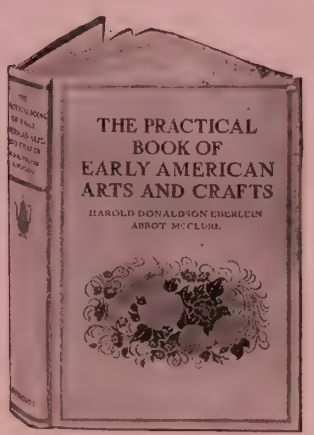
Knechtel Kitchen Kabinet Co. Limited

Selling Agents

Knechtel Furniture Co., Limited

HANOVER - - ONTARIO

KNOWLEDGE of the Products of Early American Arts and Crafts is absolutely essential to the up-to-date Furniture salesman and dealer. Heretofore it has been necessary to secure the information either through experience in handling the objects or in numerous books. All that it is necessary to know about the subject can now be found in



THE PRACTICAL BOOK OF

EARLY AMERICAN ARTS and CRAFTS

By Harold Donaldson Eberlein and Abbot McClure.

232 illustrations; handsome cloth; octavo; in a box. $6.10 postpaid

There are chapters on American glass, Mexican majolica, American ironwork, copper, brass, lead and tin, needlework, silverplate, goldsmithing, pewter, pottery, decorative painting in household gear, portraiture and allegorical painting, coverlets and carpets, illumination, handblock printing, carving and lace. Our forefathers were artists in many spheres. They made a vast variety of beautiful and interesting objects.

The antique makes so powerful an appeal now-a-days to all people of taste that a knowledge of the arts and crafts of our ancestors is essential to the dealer unless he is to fall behind his customers in appreciation and knowledge. Many of these objects, or reproductions of them, have become of established demand and others might well be added by the wide-awake dealer or decorator.

The long article on American Silver is the latest word on this subject and may be found of great profit.

Canadian Furniture World and The Undertaker

32 Colborne St., TORONTO, ONT.

Bedroom Suite No. 344



Clever designing and good workmanship are making the KNECHTEL LINES popular. While the different "period" designs are well represented in our line, the above picture shows that we are not overlooking the large demand for the "old standbys." This suite was designed to supply a demand which we have had for Red Gum Suites, in a conventional design, which can be finished natural, walnut or mahogany, especially natural finish. The dresser has a 40-inch case top and plain British plate mirror, 22x28 inches.

THE KNECHTEL FURNITURE CO.

LIMITED

HANOVER ONTARIO

Diningroom Suite No. 356



Quarter-cut oak seems to be a well-favored wood for Diningroom Furniture, and here we have it in a well-suited William and Mary design which has already proven a good seller. The Buffet is 50 inches wide, the Extension Table 45 inches in diameter, and the Slip Seat Chairs are covered with heavy craftsman or genuine leather (we recommend craftsman).

YOUR ORDER WILL RECEIVE OUR BEST ATTENTION

THE KNECHTEL FURNITURE CO.

LIMITED

HANOVER ONTARIO

Kindergarten Sets



No. 550

THIS SET WILL ATTRACT AND PROVE A READY SALE

Our Kindergarten Sets are the latest and greatest improvement in their line, affording dealers a chance to make big sales at good profit. These sets are manufactured by experienced workmen and are of the same dependable quality as our other lines.

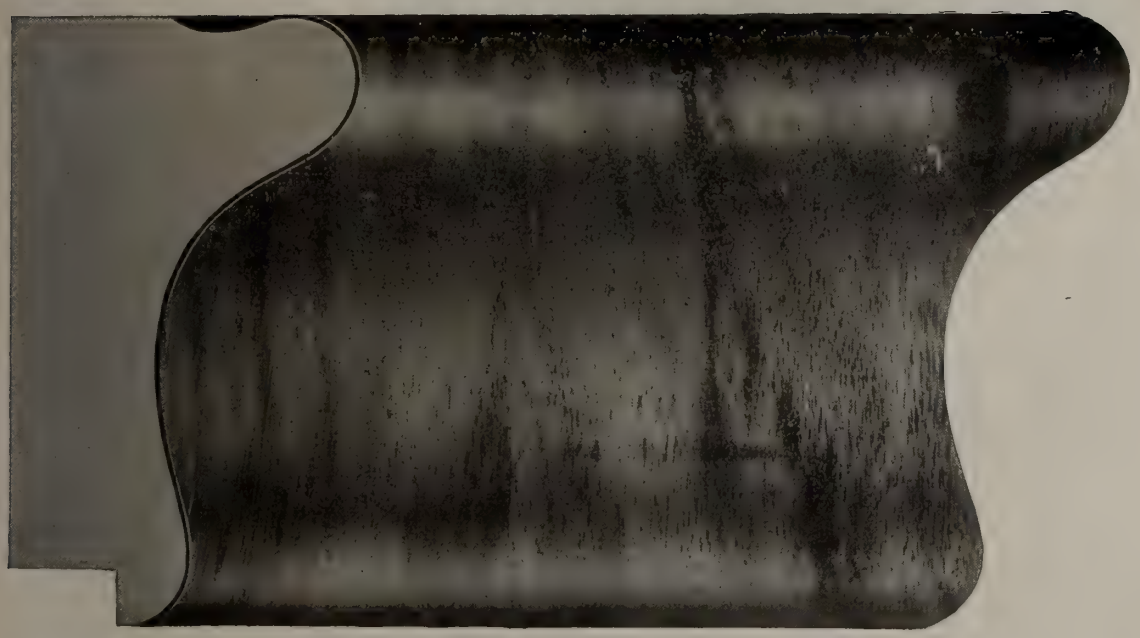
PLACE ORDERS NOW FOR CHRISTMAS TRADE

WRITE FOR PRICES

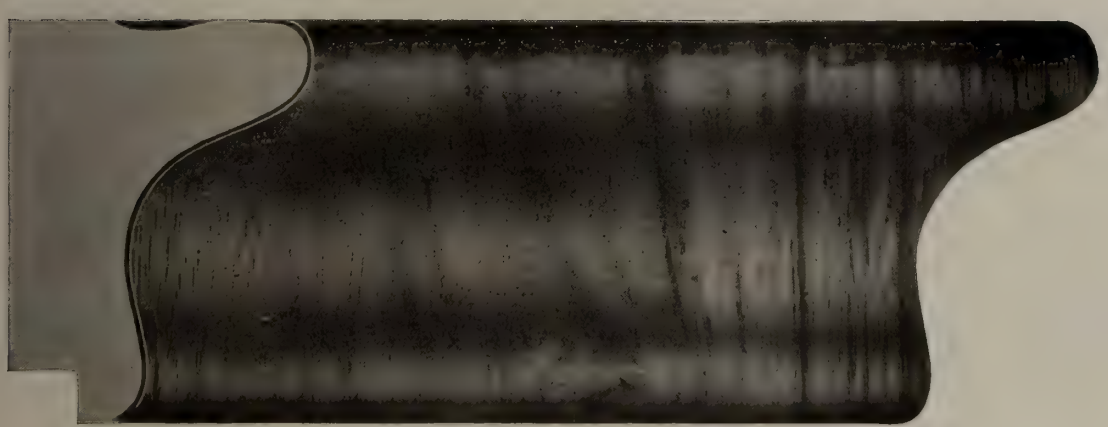
The Canadian Rattan Chair Company, Limited

VICTORIAVILLE, P.Q.

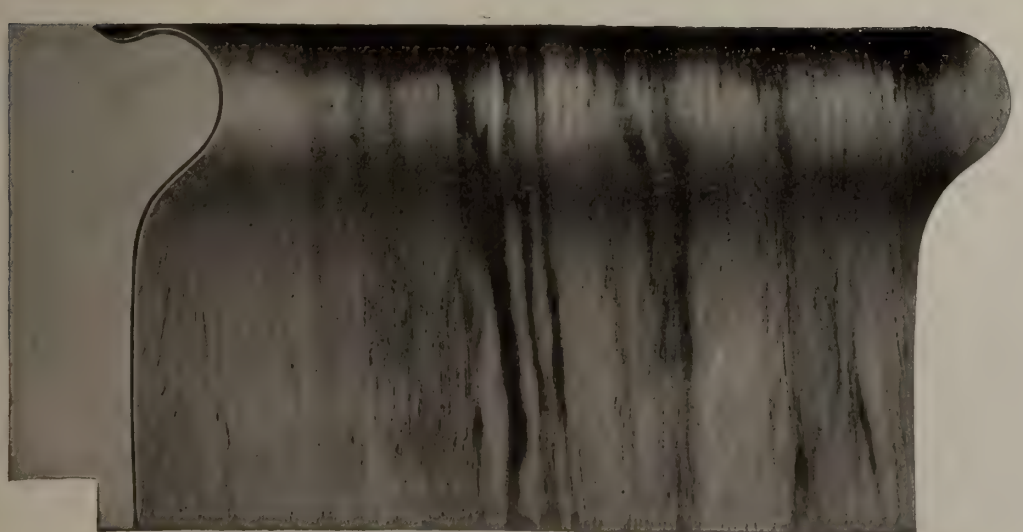
Genuine CIRCASSIAN WALNUT Mouldings



No. 25057 (3 inch) New Pattern Genuine Circassian Walnut



No. 25057 (2 inch) Genuine Circassian Walnut—also in 2½ inch



No. 25056 (2½ inch) Genuine Circassian Walnut—also in 3 inch

THIS PAGE
illustrates
TWO
of our
NEW
PATTERNS
of
GENUINE
CIRCASSIAN
WALNUT
VENEER
MOULDINGS

We have all the regular patterns—

FLAT,
ROUND TOP,
BEVEL, OGEE,
PYRAMID

PHILLIPS
Manufacturing
Company
Limited

Makers of Mouldings and Frames

TORONTO
Ontario

The Gold Medal Line

now includes

GOLD MEDAL Phonographs

4

Beautiful Models

Our illustrated Catalogue is now being mailed—if you have not received one, write us.

We shall be pleased to arrange with dealers for exclusive selling in their districts. Correspondence invited.

The Gold Medal Furniture Manufacturing Co., Limited

Head Office: TORONTO

Factories at TORONTO, UXBRIDGE, MONTREAL, WINNIPEG

D. O. McKINNON
GENERAL MANAGER

W. B. HART
ADVERTISING MANAGER

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

WM. J. BRYANS
JAMES O'HAGAN
EDITORS

Published by The Commercial Press, Ltd., 32 Colborne Street, Toronto.

Subscription Rate $1.00 per year in Canada, Great Britain and British Colonies; $1.50 to the United States,

VOL. 8. TORONTO, SEPTEMBER, 1918. No. 9.

LAUNCHING THE FALL TRADE DRIVE

Now is the time to prepare plans for the fall trade campaign—People begin to give more thought to their home at this season of year and dealers should make most of it—Some suggestions of value to furniture dealers

THE time has now arrived when the furniture dealer should give thought to his fall trade campaign. Even though Old Sol still flares forth occasionally with all the splendor of real summer, the time is not far distant when the signs of the approaching colder weather will be much in evidence. This is certain to bring a change in the attitude of the public that will undeniably prove beneficial to the retail furniture dealer, especially the one who is alive to his opportunities and prepared to cash in on them.

People's Mind in Receptive Mood

With the coming of the cooler weather people naturally begin to think more of indoor home life and this can be readily turned to advantage by the aggressive dealer. The mind of the average home person is in a particularly receptive mood and suggestions for better home furnishings will be well taken. Suitable suggestions should be made through all the sales mediums possessed by the store, window, advertisement and interior display, not forgetting the value of personal suggestions by salesmen. When you get customers into your store make the most of the opportunities presented.

Planning for Business

For the autumn furniture trade every dealer who has not yet begun the preparation of his plan of campaign should do so without any delay. And he should begin to-day. To-morrow will be to lose a day. His first decision should be to get his clerks together and court suggestions from them regarding ways and means for securing the best results. More ideas are naturally to be found in a group of two or more than in a committee of one. But it is better for the dealer to commune with himself in regard to the fall trade than not to commune at all.

General trade conditions are such as to indicate a good fall trade, but this of itself will not bring a record business to any store. Real aggressiveness in going after business is essential. Now is the time to plan your campaign. It is the carefully prepared and thought-out campaigns that bring in the best results. See that yours is properly prepared in advance.



Opening display in the store of Macpherson & Bedford, of Brandon, Man., that will offer suggestions to other dealers.

SOME THOUGHTS ON PRICE ADVERTISING

Quoting special prices sometimes good advertising—hand-to-mouth publicity—percentage of advertising cost.

Editor's Note—The practice is followed by a good many dealers of quoting special prices on a few lines in order to attract customers to the store. It differs from what is commonly known as price-cutting, because specials are quoted on only a few lines in order to bring customers around. It is really advertising—a variety of advertising that is used extensively by the big stores.

Some interesting thoughts on the subject of price advertising is contained in the following article from an American business paper, forwarded to Furniture World by a Western subscriber. Without approving of all it contains, we believe the dealer will find much of interest in it.

PRICE advertising, as do most other store policies, demands the most careful management. It is not a reckless, sensational, red ink slashing of prices. It is a cold, hard bid for business—a bid that is carefully figured and properly weighed.

Advertising with prices, advertising with bargains, advertising with stimulators—involves the cutting of prices. When you offer a price advertising item to your trade, it means you are selling them something, strictly for advertising purposes, at less than your usual percentage of profit. It may be that one transaction will involve a smashing loss to you. Or you may be selling it at cost. Or you may be getting a certain percentage of profit out of it. It is of the utmost necessity that a proper record be kept of all price advertising transactions so you may know where you are coming out.

Remember, unless price advertising increases your year's net profit it is a failure. And if you know at all times just where you stand you can conduct the thing so as to keep the crowds coming and not pull the gross profit too low.

Draw a sharp line between your goods sold under value for advertising purposes and all your other merchandise.

Be sure, now, to get the point: Not all goods sold at cost or close to cost should be charged to price advertising. Everybody has to sell some things on small margins—sell them in the everyday conduct of the business without getting any extra advertising. If you cut the price on an article because you happen to be stuck on it, that does not make it a price advertising affair. Or if, on account of competition or other causes, you sell some item regularly at a price that enables you to just about break even, that is not price advertising, either.

Charge to your price advertising account the loss on only such items as you sell for less than you would get for them if printers' ink were your only advertis-



Some samples of the advertising of an aggressive Brandon firm.

ing medium—goods you deliberately cut the price on to draw people into your store.

Even at that you will make a profit on some of your price advertising sales. On others you will break even and on others you will lose.

Set yourself a certain figure to cover your net loss in price advertising. The size of this figure depends on the kind of store you are operating. An average store can safely spend for advertising purposes about 3 per cent. on sales. This 3 per cent. should be divided between printers' ink and price advertising in accordance with local conditions.

If you are on the main business street where the people pass every day you can depend more on your price advertising bargains displayed in your window to draw the people in.

In this event the bulk of your advertising can be of the price variety. If, on the other hand, your location is not so good or if you are in a smaller community where the people are not likely to see your windows regularly, you should depend more on printers' ink advertising.

If you are the kind of clerk who cannot stand it to be reproved when you have made a mistake, see that you make no mistakes.

MAKE STUDY OF PERIOD STYLES

The increasing production of period styles by the various manufacturers should be viewed with more than casual interest by the talking machine salesman who really has his heart in his work, for the marketing of new styles not only places greater opportunities before him, but, on the other hand, demands of him a greater knowledge of his line to handle the business successfully. The competent salesman of other days knew the mechanical features of the lines of machines, or at least was supposed to, and likewise possessed a more than casual knowledge of what was contained in the record lists, and of musical matters generally, in order that he might talk intelligently on that branch of the business. Now he must also know something about period styles and interior decoration if he is to take the fullest advantage of the opportunity that is his.

Period decoration is not simply an accident—it is a logical, carefully developed art in which every line and every curve means something to the initiated. It is up to the salesman to become initiated so that in presenting a period style to a customer he will be able to talk convincingly of what the style represents, of the faithfulness of the design, and the manner in which the machine will harmonize with the furnishings of the room in which it is placed.







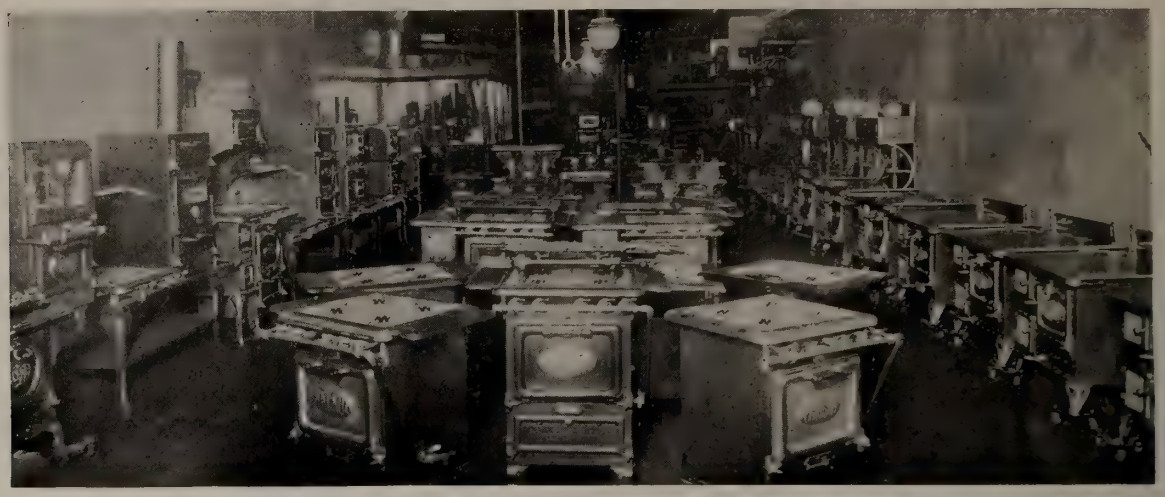








Suggestions from the advertising of representative Canadian furniture firms.



Excellent arrangement of special department for stoves, a line featured by many furniture stores.

PUBLICITY'S PLACE *in the* STOVE BUSINESS

Plan to draw customers to store—Co-operate with manufacturers' advertising department—Make your wording different from stereotyped form—Use of circulars in selling stoves—Make the opening sentences attract attention.

The merchant who plans to build a satisfactory stove business must do something to draw customers to his store, in addition to talking intelligently to them when he gets them there. The subject of publicity is therefore a very important one.

There are few lines of household goods of which the makers have developed plans for such effective co-operation with dealers as have the stove and range manufacturers. The first thing, therefore, that furniture men should do towards a publicity campaign on stoves and ranges is to get in touch with the advertising department of the manufacturer whose products he handles.

In the use of ready-made stove ads., however, a word of caution is necessary. The publicity department of the manufacturer can know little of the peculiar local conditions confronting the dealer and the kind of people whom he wants to bring to his store. The merchant should, therefore, inject as much "local color" as possible into any publicity campaign which the manufacturer may plan out for him. Too many of the "ready-made ads." which are offered to dealers in electrotyped form have a "cut-and-dried" aspect, which gives them less pulling power than these ads. would possess if modified slightly to suit conditions.

SELLING STOVES THROUGH CIRCULARS

The use of space by the merchant in his local newspapers can be supplemented very effectively by a series of circular letters. In order that such letters may be effective, it is essential that they shall not only be written in a clear, convincing manner, with an avoidance of bombastic exaggeration, but also that they shall be well printed. It is the poorest kind of economy to save 50 cents in paper or printing on a letter that ought to sell several $50 ranges. A carefully compiled mailing list, not overlooking the newcomers in town, is necessary also.

The first sentences of a circular letter are most important, for, unless the opening words grip the reader's attention there is danger that the letter may be used to light the old range the next morning instead of influencing the purchase of a new one.

MAKE ADS. SIMPLE AND SENSIBLE

A point which should enlighten the merchant somewhat in regard to advertising is the fact that oftentimes one overhears the remarks that the fellow who wrote this ad. must think it is smart, while on the other hand, from the reader's point of view, they are really foolish. This should convince anyone who is contemplating writing advertisements that it is as much his duty to make it sensible as well as simple. Of course, in making simplicity an important factor it necessarily would mean that something very sensible is compelled to be written because of the fact that the reader's attention must be gained, in such a way that they become interested and enthused over some offer which the merchant makes through his advertising medium.

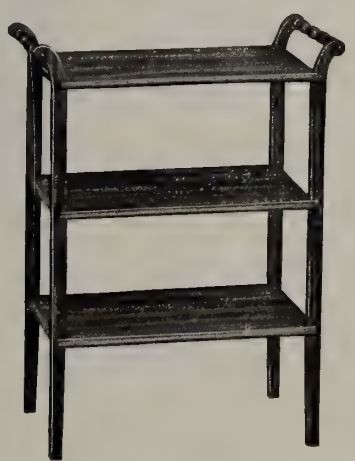
It stands to reason that simplicity is an invaluable asset because too much money has been expended in the past for advertising which in reality is mysterious, and while this stands true and merchants unintentionally state that they have derived no results, it can be seen that by employing more simplified methods the subject will be brought out much clearer to the reader and thereby the volume of business would be immensely increased. In order to write successful advertising in which the merchant can accomplish his original purpose, he must confine his efforts to certain forms which consist of interest, simplicity, and honesty. These three are the really big requisites in advertising. In the next ad. that is written by the reader it is hoped that it will be found profitable to adopt a system along the line which has been related in the above and which is known to be worthy of much consideration.



No. 2625—Dresser from new mahogany Queen Anne bedroom suite manufactured by Canada Furniture Manufacturers Ltd.



No. 9205—Smoking cabinet in oak and walnut from the Geo. McLagan line.



No. 9201—Another McLagan piece—tea table, made in walnut and mahogany.



No. 304½—William and Mary buffet in quarter cut oak.



No. 404—Buffet in William and Mary period in American black walnut.

Two buffets manufactured by the Beaver Furniture Co. Ltd., of Kitchener, Ont.

FUTURE OF CANADIAN FURNITURE TRADE

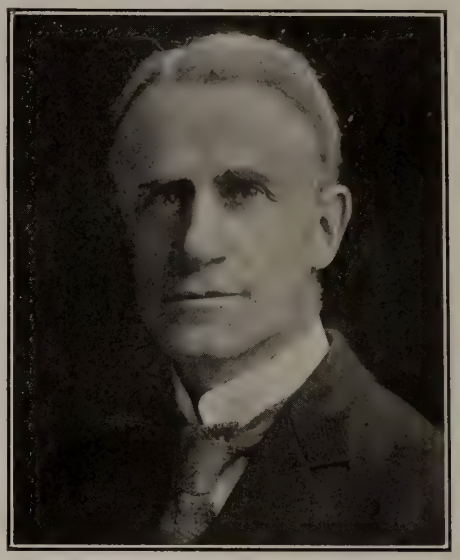
Some interesting thoughts on the Canadian Furniture Industry, with particular reference to living room furniture, as set forth in an address before the Hamilton Furniture Dealers by F. E. Coombe, of Kincardine, Ontario

Mr. Chairman and Members of the Hamilton Furniture Dealers' Association:

Ambassadors of Commerce, and Diplomats of the Road:

Gentlemen—

I assure you it gives me a great deal of pleasure to be with you this afternoon. I admit however, that it was with a great deal of timidity that I undertook to talk in a city such as Hamilton. A city that has produced such orators as Eddie Bagshaw. And then again when I saw that my name was associated with men who had attained a reputation of having inherited the wisdom of a Solomon, to say nothing of a gentleman with the reputation for public speaking of Mr. J. R. Shaw, my heart almost failed me.



F. E. COOMBE

In passing I would like to remark that it is with very great regret indeed that I find that one of the gentlemen who was expected to give you an address this afternoon, has gone over with the great majority. I refer to Mr. George McLagan, a gentleman who will be very much missed and whose place will be hard to fill in the furniture trade of Canada.

The Value of a Reputation

When attending the funeral of Mr. McLagan last week, I was very much struck with a remark of a gentleman well-known to the furniture trade, made to a group of business men who were discussing what Mr. McLagan had left, and how much he was worth. This gentlemen said: "I do not know what he was worth, but I do know he left a splendid reputation." I am old-fashioned enough to still think that the man who leaves a splendid reputation and has played his part well has left something better than money.

Furniture Business a Pleasant One

In thinking over what I would say to you this afternoon, in regard to furniture trade, the first question that came to my mind was, "Why are we in the furniture trade?" and my mind went away back to the Garden of Eden, and it seems to me that Adam was responsible for our being in the furniture trade, owing to the fact that when he was turned out of the Garden of Eden, the Lord said to him, "In the sweat of thy face shalt thou eat bread."

The majority of us are in the furniture trade because we have to make a living, probably forced in by circumstances. However, I would say it is a pleasant business and a good business. Let me illustrate what I mean by a pleasant business. Recently I went home at the close of the day's work and my wife said that a lady had been in during the afternoon and in the course of her conversation had made the remark that almost every piece of furniture in her daughter's house, (who had recently been married and living in Toronto) was Kincardine furniture. I said to myself, "Wise woman." Evidently, when Solomon's mantle fell on Toronto, Mr. Acton did not absorb all the wisdom.

The "Pride of Product"

The furniture business is a good business from the fact that we are constantly producing and selling something new. A gentleman who is one of the largest produce handlers in Western Ontario said to a friend of mine recently, "I envy a furniture manufacturer for the reason that in the grain business one car of wheat is the same as another, one car of peas is the same as another. In the furniture business, however, you have the 'Pride of Product.' You are constantly producing something which you think is better than you have produced in the past and you feel it is likely to make a hit with the public."

It seems to me that every furniture dealer should take an interest in selling good furniture. It does not necessarily mean high priced furniture, but whether you are selling a cheap, medium or high grade article it should be a good article. I have this to say for Canadian furniture, that after attending the United States market twice yearly for a number of years, I firmly believe that the standard of production among the Canadian manufacturers is higher and better than that produced in the United States, and we Canadians need not be in any way ashamed of our product.

Upholstered or Living Room Furniture

In talking to you this afternoon, your secretary requested that I should dwell on upholstered furniture. I would prefer to call it living-room furniture, and while I would have liked if this topic had been in the hands of some one better able to handle it than myself, I will make a few observations on this particular branch of the furniture trade.

To me the living-room furniture is the most important branch of the furniture industry. That may be considered by some to be a very large claim. However, many of you have noticed that bedding manufacturers claim that one-third of each life is spent in bed, but I venture to say that nine-tenths of us would prefer to sleep soundly one-third of our time rather than lie awake examining the furniture in the bedroom

we occupy. Then again, if you go to the diningroom after your guests have looked casually at your diningroom set, they are very much more interested in what you have on the table than in the furnishings of your diningroom. But when you come to the livingroom and they sit around to spend the evening, the ladies are almost sure to criticize the furniture of your livingroom, the decorations and the general artistic atmosphere that you have created in furnishing this portion of your home.

As to Designs

Just a word in regard to design. You will recollect that a few years ago when Jacobean furniture first came into vogue, it was first applied to the higher class of goods and gradually was taken up for the medium and cheaper lines, with the result that it very soon passed away. The same can be said of the William and Mary. It seems to me it was a great mistake to carry period designs into the cheaper productions. And one thing I think I am safe in predicting, is that the taste and requirements of the public will swing back again in the plainer furniture, particularly in the cheaper lines.

When coming here this afternoon one of the speakers made the remark that he thought designs of the future would be influenced very greatly by the fact that our men, both of Canada and the United States who have spent their time fighting the battle of freedom in France, will come back influenced by the character of the furniture they have seen in European countries and that this will influence taste and requirements of the people in Canada and the United States in years to come.

In regard to coverings, I think that tapestry is here to stay. The demand for it will increase. This is simply the process of English and Continental ideas drifting over to America, as tapestries have been very favorably regarded in the old lands for many years.

Late Orders

In reference to the possibility of procuring raw material, Mr. Shaw has referred to this very extensively in his remarks and I would like to quote you a piece of poetry which seems to fit the situation well:

Keep your temper, gentle sir,
Writes the manufacturer.
Though your goods are overdue.
For a month or may be two,
We can't help it, please don't swear,
Labor's scarce and needless rare.
Can't get paper, can't get dyes.
These are facts, we tell no lies.

Harry's drafted, so is Bill,
All our work is now up-hill,
So your order, we're afraid
May be still a bit delayed.
Still you'll get it, don't be vexed.
Maybe this month, maybe next;
Keep on hoping, don't say die,
You will get it by and by.

The Future of the Furniture Trade

In regard to future prospects of the furniture trade. One of the speakers referred to a speech recently made by Col. Carnegie, in which he said that there was $1.75 per capita spent each year in furniture in Canada. He also added that there was $10 per capita spent each year in liquor. Now, Mr. Chairman, I am not going to give a temperance talk and do not propose to give any time to that side of the question, except to say, does it not seem a very bad proportion, that $50 per family is spent in what you might call a luxury and $8.75 is spent for furniture, in a country with the wealth of Canada. Surely there is room for a good live, energetic campaign on the part of the furniture dealers of Canada, to see that the homes have more furniture and better furniture, that will become an asset to the home in which it is placed, and to the country as a whole.

In regard to the close of the war, I am one of those who look for a certain period of trade slackening. That may be felt by us for a time, but I do not think it will last for any great length of time and it seems to me that the country that can produce what Canada can and with the natural resources that we have at our door, that the furniture trade of Canada should look bright. Those who have gone before us never had any better opportunities than we have to-day if we only make good use of them. In closing I would quote the following message on "Opportunity:"

OPPORTUNITY

They do me wrong who say I come no more
When once I knock, and fail to find you in;
For every day I stand outside your door
And bid you wake and rise to fight and win.

Wail not for precious chances passed away,
Weep not for golden ages on the wane;
Each night I burn the records of the day,
At sunrise every soul is born again.

Laugh like a boy at splendors that have sped.
To vanished joys be blind and deaf and dumb.
My judgments seal the dead past with its dead,
But never bind a moment yet to come.

Though deep in misery, wring not your hands and weep,
I lend my arm to all who say "I can;"
No shamed-faced outcast ever sank so deep
But he might rise and be again A MAN.

SELF-POSSESSION

Here's to the man who holds his peace
When provocation's strong;
Who shuts his mouth and keeps it shut
When a word would set him wrong;
Who grips his temper firm and fast.
Nor loses self-control
Though he's tempted sore to vent his wrath
And silence sears his soul!

Here's to the man who holds his tongue
When you'd like to make him swear,
Who listens to all your stinging words
With a cool, provoking air;
Who keeps his grip on his rising wrath
When his temper's really bad;
Whose self-restraint you can't disturb!
Say! Doesn't he make you mad?

PAINTED FURNITURE

THE vogue of painted furniture is not only undiminished, but is every day gaining fresh converts, as it is so wonderfully well adapted to both cottage and mansion, says the DuPont Magazine. For that and many other reasons it is destined to become a perpetual fashion. It appeals to the love of color that is born in everyone, and which is never quite outgrown.

Its chief attractions lie in its adaptability to all classes of surroundings and settings and the possibilities of color harmonies.

Some of the most elaborate and exclusive hotels have adopted painted furniture in their scheme of decoration, as its beauty and sanitary qualities have commended it for this use. The Hotel Traymore, one of the show places of Atlantic City, has had all of its solid mahogany bedroom furniture decorated in this manner. Those who have seen it can vouch for the distinction lent to every interior where it is used.

In the shops are shown a variety of painted furniture for the home suitable for almost every purpose. They vary from gorgeous creations in lacquer or enamel with hand-painted decorations to white, gray, and cream colored pieces in simple designs. Some of the most dainty sets are entirely unornamented. Others, particularly the bedroom pieces, have decorations of rosebuds or other flowers that can be duplicated in the various hangings and draperies. Most of the painted furniture now shown in the stores are period reproductions, or, at least, adaptations of period pieces.

The daintily painted breakfast room suites find a most agreeable use in producing the light, cheery effects so much desired in that part of the home. The drop-leaf table, with china closet, chairs, and perhaps a wheel tray, present possibilities for producing the desired morning atmosphere that can be produced in no other way.

The possibilities of the attainment of desires in this respect are several. Many attractively finished designs have been developed by the manufacturers. These vary all the way from soft neutral tints, without further decoration, to the most elaborate trimmings on more pronounced colors. Another possibility lies in purchasing furniture of the sort needed, but having only a primer coat and having it finished in keeping with the desired scheme of decoration.

COW BEAT THEM TO IT

An official of the Board of Health notified a citizen that his license to keep a cow had expired. In reply the official received this:

"Monsieur Bord of Helt—I just get your notis that my licens to keep my cow has expire. I wish to inform you, M'sieur Bord of Helt, that my cow she beat you to it,—she expire t'ree week ago. Much oblige. Yours with respeck, Pete ——."—Exchange.



Some attractive samples of the use of painted furniture.



Some of the attractive effects produced with painted furniture in the Hotel Traymore.

IN BUSINESS IN HAMILTON FOR 68 YEARS

The J. Hoodless Furniture Company of Hamilton, Ont., which recently disposed of its stock and goodwill to the Green Furnishing Company, was established sixty-eight years ago by the grandfather of the recent proprietor

THE recent purchase of the stock and goodwill of the Hoodless Furniture Company of Hamilton, Ont., by the Green Furnishing Company of that city, makes the passing of a business that was established in the Ambitious City 68 years ago, and which has been in continuous operation since that time. The business was disposed of in order that the managing director, Capt. J. Bernard Hoodless, who has been home on furlough, might return to his battery in France.



CAPT. J. B. HOODLESS
of Hamilton who has disposed of the business founded by his grandfather 68 years ago, in order to return to the front.

History of the Firm

For over half a century the name Hoodless has stood for high-class furniture, interior fittings and office furniture. The founder of the firm, the late Joseph Hoodless, commenced the business in a stone building on King William St., Hamilton, where the Loew theatre now stands, and as the business grew, larger quarters were opened on John St. south. Later a factory was built near the corner of Catharine and Main Sts., and over 40 years ago the fine big retail store and showrooms were opened at Nos. 61-65 King St. W., and have been maintained there ever since. Under the management of John Hoodless, the business prospered and Hoodless furniture found its way into most of the best furnished homes in the city. In addition to the large furniture and furnishing business built up, the business of making and installing high-class interior fittings was developed and among the homes that have a country-wide name for elegance, and which was finished by the firm was the home of the late Senator Fulford, of Brockville, the patent medicine millionaire. The court house in Guelph is another out-of-town building that was fitted up by the Hoodless Company. Among the local institutions that were served by this company in the matter of woodwork, and some of which are works of art, are: The old Sun Life building, the old Royal Hotel, the Westinghouse offices, the Normal School and the Collegiate Institute. Nearly all the large schools in the city contain Hoodless desks, and with a majority of the older residents the name Hoodless stands for the best in wood, whether in furniture or fittings, and honorable dealing.

The business of this old firm has been taken over by the Green Furnishing Company and will be continued in the present store till the expiration of the lease and will be in charge of a former and popular employee of the Hoodless Company, W. J. Nash, who has been associated with the Green Company for the past few months. At the expiration of the lease of the Hoodless service will be transferred to the new Green Store, at the corner of King and Catherine Sts., recently acquired from the Frank E. Walker Company.

Capt. Hoodless Returning to Front

Capt. Hoodless is going back to the front to keep a promise made to his commander. "I would not have disposed of this old-established business—a business established by my grandfather 68 years ago—had I not been convinced that it required undivided attention," said Capt. Hoodless, "and I feel that my duty is at the front, where I have already spent nearly four years."

THE CUSTOMER IS YOUR OPPORTUNITY

Your customer is your opportunity; your customer pays your salary; your customer is your store's biggest and best advertising medium; your customer, if treated properly, will boost you, your firm, your store; she will delight in telling her friends about your service; she will elaborate upon the simple facilities your store affords, and she will not be content until her best friends imitate her to the degree of buying from you.

Canadian Furniture World

TORONTO SEPTEMBER 1918 CANADA

A WAR-TIME REQUEST

To Our Subscribers:

About your subscription receipt:—Instead of sending you a receipt for your renewal subscription, we ask you to watch the expiry date on your next copy. By it you will see your remittance has been received—it will be advanced accordingly.

Thanking you, we are

Gratefully yours,

THE COMMERCIAL PRESS, LIMITED,
32 Colborne Street, Toronto.

Spread Knowledge of Furniture

A furniture dealer with whom the writer recently talked, pointed out the desirability of educating customers to a wider knowledge of periods in furniture. He points out that the more knowledge that they have along this line the more they will be interested in looking at furniture, in talking furniture to their friends and in having good furniture in their homes.

The big value of educating customers in regard to furniture is that the more a person knows about an article, the greater will be his, or her interest in it. So, spread the gospel.

* * *

Acquiring Good Taste

Good taste is most important to the success of everyone having to do with merchandising and to develop this quality should be the aim of every merchant and clerk, especially those connected with the furniture business.

Many imagine that taste is an inborn quality which cannot be acquired. But this is only partly true. Like many other qualities it is largely a matter of education.

If a man finds himself lacking in good taste he should not, merely because of the theory of inborn qualities, give up the effort to attain it. Let him consider what goes to make up good taste, and what are the usual causes of poor taste, and thus he may make some progress in the right direction.

What is taste? It is an intelligent conforming to certain reasonable standards of proportion, form, color, line, material, ornamentation, environment, complement, contrast, utility, and tone. Poor taste is largely an ignorant self-sufficiency—a selfishness that disregards the opinions of others, tramples upon accepted standards, and clumsily substitutes egotism for refinement.

Accepted standards are not all mere custom—some of them are based on fundamental principles. A willingness to conform to intelligent standards will do much to improve the taste of anyone.

Tapestries Much In Evidence

Recent showings of both Canadian and United States manufacturers indicate a strong inclination towards tapestries. The English influence is decidedly apparent in upholstered lines—the luxurious stuff—over furniture being much in evidence. The Canadian and American public are strong for comfort and luxury in their surroundings, and they have taken to this class of upholstered furniture very strongly. It is much in evidence in the better class of stores in Canadian cities, where it finds a ready market with the better class of purchasers.

* * *

Furniture Advertising

One furniture firm whose advertising has impressed me, features but a single piece of furniture such as a sideboard, a diningroom table, or a desk. A cut of the article spoken of stands at the head of the ad. and the talk following is a splendid specimen of the dignified, easy and sensible style of advertising. The description of the sideboard or whatever is being advertised is cleverly complete—the price is generally given and a few details of the particular uses of the article are quoted.

Illustrations are used in nearly every ad. and help to a wonderful degree in creating sales. For instance, a cut of an easy chair with a man comfortably seated in it, smoking a pipe, tells more in an instant about the virtue of that easy chair than a quarter column in type could do. The picture, the story and the price combined make a winning combination.

* * *

A New View in Buying

A new view on the matter of buying was expressed by a speaker in a recent address—that of considering first what the article can be sold for and then figuring out if the profit is adequate.

When a salesman shows you a line of goods, ordinarily your first question is, "What is the price?" This, he considers, is the wrong idea. The thought in buying should not be, "How much does it cost?" but, "How much can I sell that article for?" If my judgment and experience tell me that I can sell the article for a certain price, then if the cost is enough below that to allow both the cost of doing business and a reasonable net profit out of the margin between, it is a safe and sensible business investment. But to figure from the basis of the original cost and the expense of doing business and then see if we can force the price sufficiently high to show a reasonable margin of profit, this is a system which I believe would be unbusinesslike according to modern methods and standards.

The selling price of an article necessarily contains three parts. First the cost laid down in your store next the proportionate cost of doing business, and

third, the net profit. These three must all be given due consideration and their portion in estimating or fixing the selling price.

In these modern times there are two general classes or divisions of merchandising to be handled in a store. The one is the advertised article with a fixed advertised consumers' price; and the other is the vast quantity of goods on which the manufacturer or jobber fixes merely the price at which he sells. A majority of goods are not bought on a fixed selling price, but the merchant usually fixes his own price on the merchandise which passes through his establishment. Get your mind fixed on the fact that the difference between the jobbers' and retailers' prices is not all profit; as salesman, buyer, manager, or whatever your position may be, your salary, store rent, delivery charges and many other items of expense must come out of that amount.

* * *

Like So Much "Velvet"

It is frequently the case that without increasing his cost of doing business the dealer can take up some appropriate sideline, the sales and profits on which are really so much "velvet." Merchants should be on the watch for such opportunities. For instance, a dealer in an Ontario town took up the sale of talking machines a year ago and with little or no additional expense, has sold close to $2,500 worth of machines during the past year.

It does not necessarily mean that you must take up new lines in order to cash in on this "velvet." You are doing a certain amount of business at the present time and making a net profit during the year, say, of $1,500. Now, if you can, with your present staff and without additional expense, sell enough goods to make an extra gross profit of $500, it is all "velvet," as there is really no direct expense charge against it—at least not in the same proportion.

This extra business is most desirable. See what you can do to increase your sales and secure this "velvet."

* * *

Instilling Desire for Self Improvement

A speaker at the annual session of the Manitoba Retail Merchants' Association made the statement that the average retailer does not know how to instil in the hearts and minds of his employees a strong enough desire for self-improvement.

In this he is, to a large extent, correct. The average retail merchant does not give his clerks sufficient opportunity for individual development and self-expression. He gives them a job, and then holds their noses so close to it that they cannot see it in perspective.

SHORT NOTES FROM THE EDITOR'S PEN

"Time" isn't always money to the man who does a credit business.

* * *

There is no successful salesmanship without enthusiasm over the goods.

* * *

Customers desire to keep cool these days, but don't freeze them with a chilly reception.

* * *

Go after the trade of the so-called common people, the average families, if you want to develop a big business.

What would you think of the team work of a left fielder who would lie down in his field and never move to help win the game, though expecting to share in the glory of the victory? The merchant who does not help the local commercial club is like that.

* * *

Some families whose trade you want will be secured best by personal solicitation, by getting into personal touch with them and exercising salesmanship.

* * *

It is necessary for you to give some heed to what your competitors are doing, but it is foolish to try to do everything they do. Use a little originality.

* * *

There is an old motto something to the effect that the bee that sticks around the hive doesn't get much honey, and when it comes to collecting bills the man who sticks entirely to his store doesn't get much money.

* * *

We don't care much for a business man who is a trimmer and tries to stand on both sides of the fence at once, but that does not mean that we are strong for self-assertive chaps who are always ready to argue for their side.

HOW TO GET BEST RESULTS FROM NEWSPAPER ADVERTISING

F. Pratt Kuhn, manager of the A. McKim Ltd., Winnipeg, in an address on "How to Get Best Results from Newspaper Advertising," before the annual convention of Manitoba Retail Merchants, spoke mostly to the merchants of small towns, who have to write their own advertisements without the help of experts and other aid. One point he especially emphasized was that the printed word is not enough, but the merchant must back up his advertisement with his goods, the appearance of his store and windows, his clerks, and the personal attention he gives the customer. He must live up to what he writes, and consequently he will become a much better merchant.

Before making an advertisement, Mr. Kuhn advised his hearers to analyze their store, their territory and competition, and to meet the requirements of his customers. He spoke about the appearance of printed advertisements, which should attract the attention and interest of his prospective customers. The speaker stated that the printed word creates a desire to buy, and a readiness to accept what is offered for sale. Windows should be trimmed in keeping with the advertisement running. No better an advertisement exists than the word of mouth, which comes from the satisfied people, and if the merchant lives up to his advertisement and gives his customers satisfaction, the news will spread and he will in that way gain patrons.

Mr. Kuhn strongly advocates advertising in the local newspaper, and declares there is no more efficient method. If the merchant helps build up the paper of his town he builds up his community, and consequently his own business. Steady advertising pays, he said, by keeping the dealer in the public eye.

"Advertising is news," the speaker asserted. "If you do not give live news, the people will think you haven't live stock." He said that a prevalent trouble in advertising is carelessness. Care should be taken to keep the advertisement fresh and up to date.



No. 341E dresser, from attractive bedroom suite in old ivory finish, manufactured by the Knechtel Furniture Co. Ltd.



No. 2627 — Chiffonier in mahogany, Queen Anne style, from the line of the Canada Furniture Manufacturers Ltd.



No. 8406—Library table in oak and walnut, from the Geo. McLagan line.



No. 426A—Chiffonier in plain oak, shown by the Stratford Chair Co. Limited.



No. 710—Moderate-priced china cabinet, manufactured by the Meaford Mfg. Co.

MANY FEATURES OF INTEREST AT C. N. E.

Canadian National Exhibition at Toronto attracts large attendance—many features of interest to general public and retail trade—series of merchandising lectures for business men during first week—number of furniture exhibits

THE Canadian National Exhibition at Toronto this year from Aug. 26 to Sept. 7, stood out prominently again both in point of attendance and features of interest. As usual, there was a great deal of special interest to business men, giving them not only a better knowledge of Canadian progress and undertakings, but putting them in touch with many new lines that can be handled to advantage in their store, as well as acquainting them with ideas that can be incorporated in their business with benefit.

Business Lectures During First Week

An innovation at the Exhibition this year was a series of talks on merchandising subjects during the first week, arranged under the auspices of the Retail Merchants' Association and the Associated Advertising Clubs. These were given in the Auditorium of the Educational Building, opposite the Art Gallery, and attracted many merchants who are interested in improving their business and methods. On Tuesday, F. W. Stewart, president of the Montreal Publicity Association, and advertising counsel of the Canada Food Board, spoke on "Knowing Your Business." On Wednesday, the National Cash Register Company put on their film story "Troubles of a Merchant and How to Avoid Them," while a member of the N. C. R. gave an address on organization and system. On Thursday, another motion picture, "Mr. Noad's Adless Day," was presented, demonstrating what the world would be like if there were no advertising. On Thursday evening, an official of the Retail Merchants' Association spoke on "Benefits of Organization."

"The Spirit of Canada

There were many new attractions of general interest one of the new decorative features being an attractive statue representing the "Spirit of Canada," which has been completed near the Dufferin Street entrance, and which we illustrate herewith.

The Spirit of Canada standing behind her fighting men, with material aid of all sorts, suggested in the sheaf of wheat encircled by her right arm; sympathy and encouragement flowing through the fingers that lightly touch the soldier's shoulder and the indomitable will to triumph stirringly expressed in the unfaltering forward sweep of the whole splendid figure. This is what Miss Frances Loring has represented in the fine group in clay, "The Spirit of Canada," which



Interesting statue representing the Spirit of Canada, which attracted attention at the C. N. E. this year.

stands in an open space just inside the Dufferin Gate at the Exhibition. Miss Winnifred Kingsford assisted Miss Loring in designing and modelling the group.

Behind the figure of the Canadian soldier, which stands, rifle in hand and bayonet fixed, and at the side of the incarnate Spirit of Canada is the British lion, while four of the lion's whelps represent the four original Provinces of the Canadian Confederation.

Quotations Are Inscribed

On each side of the rectangular base on the front appear the King's words:

"It is to secure the sacred principles of justice, freedom and humanity that we fight and, by God's help we mean to triumph."

On the south side are Premier Borden's words:

"Fifty years ago our fathers created this Dominion. To-day its free existence is in peril. Our responsibility and duty cannot be evaded. Victory is the supreme concern of the Canadian nation."

"We shall never sheathe the sword until the military domination of Prussia is wholly and finally destroyed." is the quotation from Mr. Asquith on the back of the base, while on the side facing the Dufferin Gate appear Lord Dufferin's own words, spoken in his farewell to Canada at the Exhibition Grounds in 1878:

"Love your country, believe in her, honor her, work for her, live for her, die for her."

FURNITURE EXHIBITS AT THE TORONTO EXHIBITION

A number of exhibits of special interest to visiting furniture dealers were located in the Industrial Building at the Canadian National Exhibition this year. Manufacturers whose goods were on display report a satisfactory attendance of retailers at their booths with a pleasing volume of business transacted.

The Marshall Ventilated Mattress Company Ltd., had a double exhibit that attracted the attention of both the public and retail trade. In one section Marshall mattresses were tastefully displayed and the patented spring construction demonstrated. The other section showed a model bedroom in which a Marshall mattress was used. It was shut off from the public view at the front which bore a sign reading "The interior of this room will show you how you can most comfortably spend about one-third of your life." The model room, which was attractively arranged, was reached by a door from the other section.

The Canadian Mersereau Co. Ltd., of Toronto, had an attractive display of their brass beds in a corner location. A big range of designs were shown. In spite of the scarcity of metal this company is able to competently look after orders.

The De Luxe Upholstering Company of Kitchener, Ont., used large space to show their davenports and easy chairs. Some new designs both in construction and coverings were in evidence.

The Kindel Bed Company Ltd., of Stratford, had a large number of visitors at their booth where they displayed and demonstrated their Kroehler Kodavs and Davenos which are so extensively advertised to the purchasing public through the columns of well-known national publications. Salesmen were on hand to illustrate the simplicity of operation of this bed.

The Ideal Bedding Company Ltd., had an extensive display of both their Ideal Beds and Dixie Mattresses. The latter were played up particularly strong. An idea that might well be used by the retailer in window display was made use of at one end of the booth. A general show card was connected by ribbons with smaller show cards setting forth ten reasons for buying Dixie mattresses.

The Gendron Mfg. Co., showed a big range of Wicker baby and doll carriages, high chairs, invalids and rolling chairs, boy's tricycles, etc.

The National Mattress Felt and Batting Co., manufacturers of Comfy Fisehman Patent Spring Cushions had an exhibit devoted to their mattresses and cushions and showing the construction of same.

The Kilgour Davenport Co. Ltd., showed some attractive designs and coverings in their davenports and easy chairs.

The Lea-Trimble Company displayed and demonstrated their Kiddie-Koop.

The Globe-Wernicke Co. Ltd., of Stratford, had big space in the Manufacturers' Building devoted to a display of their sectional bookcases and associated lines.

The Dupont Fabrikoid Company also had an exhibit in this building showing various products manufactured by this company and featuring their slogan, "How many hides has a cow?"

The Canadian K. K. Co. Ltd., of Elora, Ont., had a good showing of Kiddie Kars in the Manufacturers' Annex, as well as the new Kiddie-Kar Trailer, which opens up a new field of usefulness for the Kiddie-Kar, in allowing the youngsters to carry things—take small brother for a ride or bring parcels from the store. It retails at $1.75.

The Canadian Buffalo Sled Company also had a display of their products in this building.

A big range of phonographs and records were shown at the C. N. E. again this year. The exhibits are dealt with in some detail in the Talking Machine Department of this issue.

MAP SECTION SHOWS STORE LOCATION



Showing how map can be used to indicate location of store to prospective customers.

KNOBS *of* NEWS

The Canadian Furniture Co., is opening a retail store at 326 Yonge St., Toronto.

The Trafford Furniture Company, of London, Ont., suffered slight damage by smoke and water in a fire which occurred on August 2.

Mr. Frank A. Smith, of Kitchener, Ont., who is well-known to the furniture trade in his capacity of manufacturers' representative, was married on July 6, at Houston, Texas, to Miss Margaret Rose Werner of that city.

W. J. Armstrong Limited, of Guelph, Ont., have been incorporated with a capital stock of $50,000 to take over the furniture manufacturing business conducted by William J. Armstrong and Thomas M. Anderson, under the style of W. Armstrong and Company.

FURNITURE MAN IN SASKATOON PARADE

One of the big features of Saskatoon is its Annual Fair.

One of the big features of the Fair is the parade on Travelers' Day.

One of the big features of the parade this year is shown in the accompanying snap.

The party in the foreground is W. G. Quast, who handles Knetchel furniture in Western Saskatchewan, masquerading as a Scotch Jew. His attire is worthy of study. The boys in the background represent pall-bearers, accompanying the corpse of John Barleycorn, which bore an inscription, "Gone but not forgotten."

Mr. Quast is a son of Wm. Quast, the Winnipeg representative of the Knechtel Furniture Company.



W. G. QUAST, of Saskatoon,
as he appeared in parade on travelers' day.

A. G. WASHINGTON OF SWIFT CURRENT, SASK., ON LONG MOTOR TRIP

A. G. Washington, proprietor of Washington's Furniture Store, Swift Current, Sask., has returned from a month's holiday at Banff. He was accompanied by his wife and little girl, the journey being made by motor. On the trip of over 1,500 miles the only trouble they had was a tire puncture by a tack.

Mr. Washington reports that while the crops from the Rockies east are not up to the usual standard, they have nothing to complain of in the way of business yet, and hopes that the reserve funds from the last three years will allow the farmers to have enough ready money to carry them over for another year.

THOS. H. WORLD PASSES AWAY

Word was received in Orillia, Ont., on Aug. 1, of the death at his home at San Gabriel, Cal., of Thomas H. World, for many years prominent in the business life of Orillia. Before leaving Orillia he was manager of the furniture factory, then operated under the name of the World Furnishing Co. Ltd. Of late years his health has not been good. A surviving sister is Mrs. Robert G. Jones, of Toronto, and his wife is a sister of Victor Chase, of Orillia.

COST OF FURNITURE MATERIALS IN ENGLAND

The following figures, which appeared in a recent issue of the Furniture Record, of London, Eng., show how costs of materials used in the furniture industry have advanced since 1914. Taking the average for eleven articles the prices are five times higher than in 1914.

Web costs five times as much as in 1914.
Springs, seven times as much as in 1914.
Covers, three times as much as in 1914.
Stuffing, seven times as much as in 1914.
Twine, four times as much as in 1914.
Tacks, five times as much as in 1914.
Wood, seven times as much as in 1914.
Gimp, five times as much as in 1914.
Polish, five times as much as in 1914.
Castors, six times as much as in 1914.
Labor, nearly twice as much as in 1914.

C. B. CHATFIELD
Designer of Furniture
□
GRAND RAPIDS - Michigan, U.S.A.

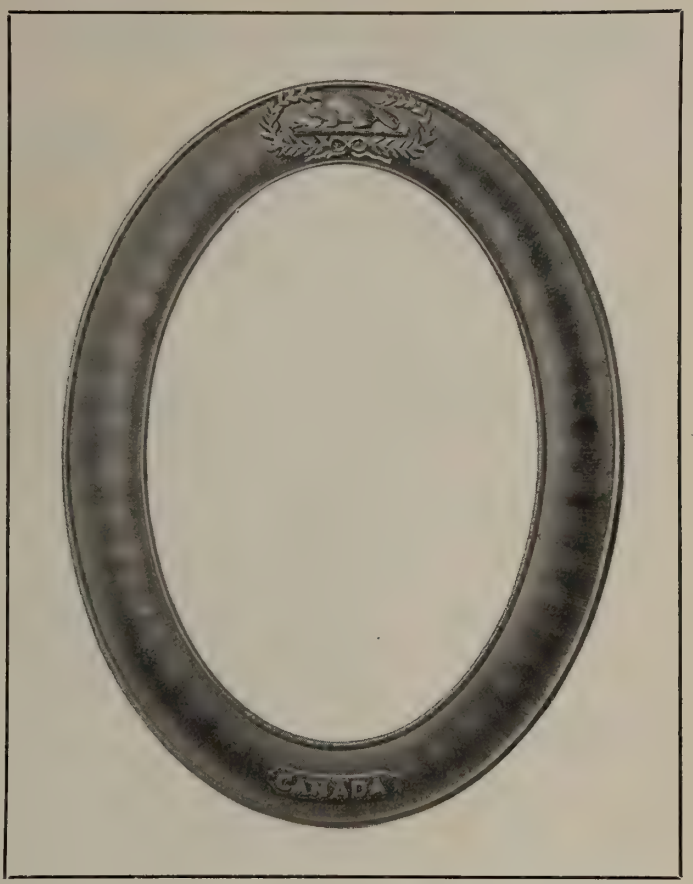
JIM BURRELL AS PLAINCLOTHES MAN

Some detective is Jimmy Burrell of the Standard Bedding Co., Toronto. Some few nights ago he arrived home to find that he was too late to prevent a burglary in a house in his neighborhood. Resolving that he would always be on time in the future he took some few days later an auto trip to Buffalo with a companion, and while driving in the outskirts of that city making for downtown he saw a gunman use his weapon on a storekeeper, grab some cash and beat it to a passing street car. James followed in his car, saw the bad man jump the car a couple of blocks up, run up a side street, turn a corner and walk along the thoroughfare as though he was the quietest human in the world. That was until Jim had followed him as far as a policeman. Then there were doings. On Jim's say so the bluecoat collared the bad man and took him to a station nearby, where the holdup had just been reported. On looking up the records it was found that the burglar was a noted crook very much wanted in a Western city. There Jimmy's part of the tale ends. He has not received his medal yet.

CRESCENT FURNITURE CO. SUFFERS FIRE LOSS

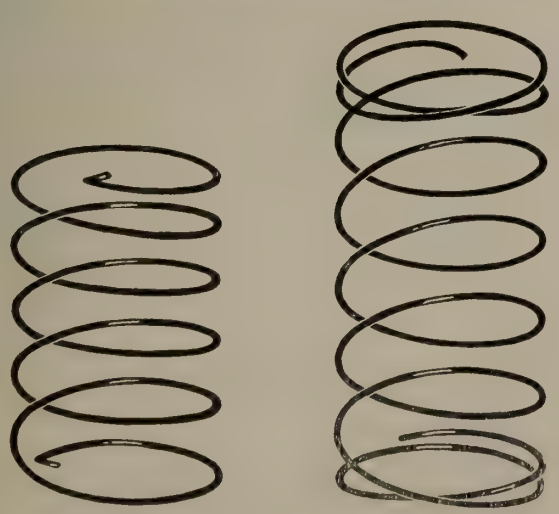
Damage to the extent of $3,100 was done to the stock of the Crescent Furniture Company of Winnipeg, in July, the insurance on which was $2,000. A successful Fire Sale was conducted by the firm afterwards.

In offering exceptional bargains don't just whisper about them. Shout loudly enough so that the largest possible number of people will be interested.



No. 38911—Convex oval frame for Canadian soldier's portrait—manufactured by Phillips Manufacturing Co., Ltd., Toronto

MARSHALL PATENTED SPRING



Cut No. 1 Cut No. 2

Years ago when we were using the ordinary old style spring shown in cut No. 1 we weren't satisfied. We didn't like the way the little hook caught in the fabric and worked through the cloth. We decided that there had to be something done to get away from this—something to make the Marshall Mattress absolutely perfect in workmanship. So we worked out the new style spring shown in cut No. 2.

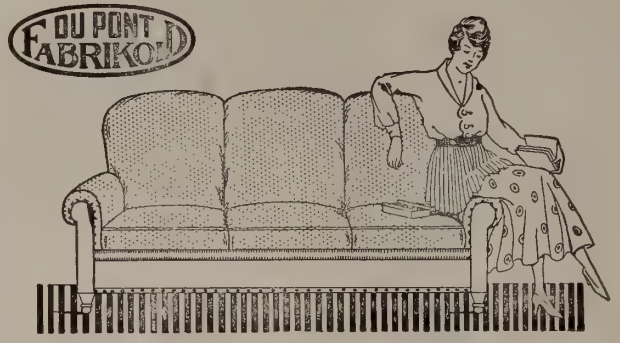
This new style spring has now been in use for seven years and there has not been a single complaint. You will notice that the wire has no hook to work through the cloth. The end of the wire is doubled back through the upper spiral and points downward. No matter how the spring is compressed these ends always point toward the centre.

NO OTHER MANUFACTURER CAN USE THIS SPRING.

It is protected by patents. It is distinctly MARSHALL in design and manufacture. It goes into Marshall Mattresses and Marshall Cushions. When you buy Marshall products you know that they cannot be duplicated by any other company. There is only one Marshall Mattress, only one Marshall Cushion, and each has the patented spring which cannot work through the covering and which always gives satisfaction.

Marshall Ventilated Mattress Company, Limited - Toronto, Canada

Successors to Marshall Sanitary Mattress Company, Limited



Upholstery Suitable for the Best Furniture

"Fabrikoid is Better" than "Leather Splits" for the upholstery of furniture. It is being used with satisfaction where previously first-grade leather only was suitable. First-grade leather is scarce and very expensive. "Seconds" are not satisfactory or reliable in any way. Both of these grades of leather are being replaced by

Craftsman Quality FABRIKOID

It is tough, and water and stain-proof. It has a handsome, grained surface that strongly resists wear, and at the same time is soft and pliable. When your customers want good furniture be sure you sell them *Dupont Craftsman Quality Fabrikoid* upholstery. Recommend it for re-covering sofas or other furniture. For durability, appearance and long service, there is no covering material superior to Dupont Fabrikoid.

Write us for samples and free information

DUPONT FABRIKOID COMPANY

Factory and Sales Office: NEW TORONTO, Ont.

BERT C. BURROUGHES, OF TORONTO, BEREAVED

After only a week's illness, the death occurred on August 28, of Mary Ann Burroughes, wife of Bert C. Burroughes, president of the F. C. Burroughes Furniture Company, of Toronto. Deceased was born 31 years ago in Orangeville, a daughter of the late Mr. and Mrs. J. W. Ferguson, of Parkdale, and was the first to die of a family of nine children. At an early age she came to Toronto, and received her education here.

The store of the Burroughes Furniture Company was closed all day Saturday, Aug. 31, as an evidence of respect to the deceased. The sympathy of the furniture trade is extended to Mr. Burroughes in his bereavement.

LIEUT. MERLE GREEN KILLED IN ACTION

Lieut. Merle Green, younger brother of Mr. Kirk Green, manager of the Green Furnishing Company, of Hamilton, Ont., has been reported killed in action in France.

DISPLAY OF GOODS IN THE STORE

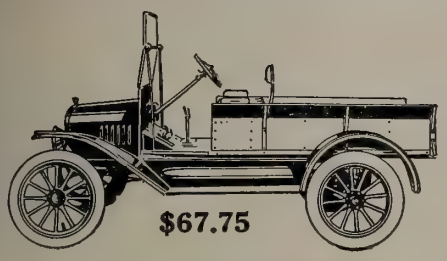
Every store has a certain spirit which permeates its atmosphere and which makes itself evident to the customer the moment he enters. This is a psychological effect and it does not come from any one thing, but it comes as a result of the sum of many things which make up the attitude of the proprietor or the manager toward the business. If the manager is an alert man, courteous, energetic and careful in the selection of his employees, one will receive the impression of business-like alertness upon entering the store. If, on the other hand, he is slack, grouchy, or indifferent, his spirit will be reflected in the attitude of his employees and in the very arrangement of the goods. The best results apparently flow from minds which are energetic but harmonious, from the efforts of men whose tempers are under control, and who are concentrating every ounce of their ability into making a success of the business.

We have mentioned once before the importance of harmony in design and color as a means of making store interiors attractive. Such harmony need not be confined to the harmonious lines and colors of the fixtures and the walls, although these are important, but so far as may be goods which are themselves harmonious with each other and with their surroundings should be arranged together unless such an arrangement is forbidden by other considerations.

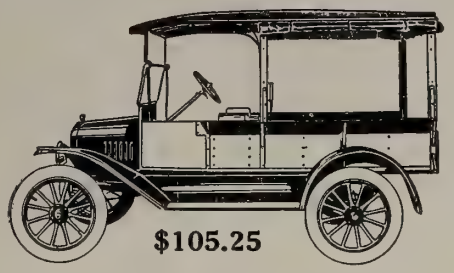
First Impressions

It does not follow in every case, but in the greater number of cases it does, that if the first impression does not please, it may nevertheless be the principal factor in losing. First impressions upon entering the store may often be somewhat indefinite. The customer may be preoccupied or may have his mind fixed upon the definite object of his visit; hence an unfavorable impression would be likely to send him to some other store. If disagreeable first impressions spoil sales how much better it is to see to it that everyone in the store knows how to put his best foot forward and make friends of transient customers. It is not given to everyone of us to possess the culture given to those whose means and leisure have given them every opportunity to acquire, but every man may possess tact if he has in him the spirit of kindness and the desire to please, and every person may learn how to write and speak the language of this country fluently and correctly.

MAGAZINE SECTION



$67.75

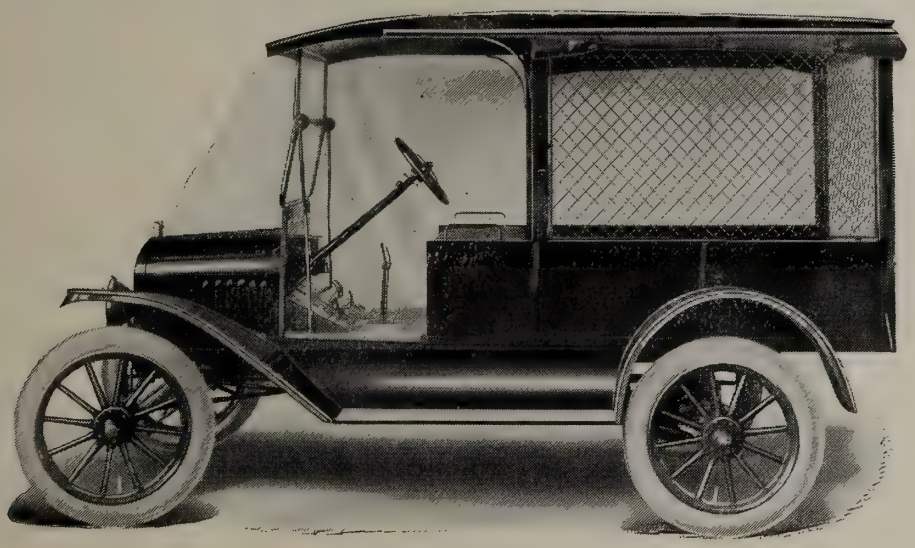


$105.25

THE BEST FOR DELIVERING FURNITURE

LIGHT

STRONG



DURABLE

ECONOMICAL

This Style $125.50

Babcock Commercial Bodies

STEEL-SKELETON CONSTRUCTION giving STRENGTH with LIGHTNESS, DURABILITY and ECONOMY. The best built and best looking Delivery Bodies on the market. So simple that anybody can put them on a Ford or any other chassis without a mechanic to assist. All styles are standardized and interchangeable. Mention make of chassis when ordering.

We sell direct to merchants where no dealers represent us.

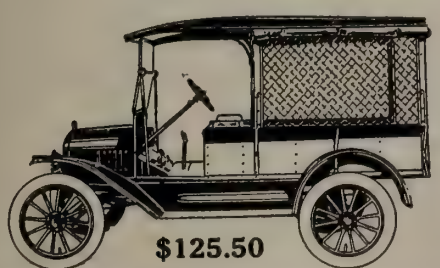
WE WANT AGENTS

WRITE FOR ILLUSTRATED FOLDER AND PRICES

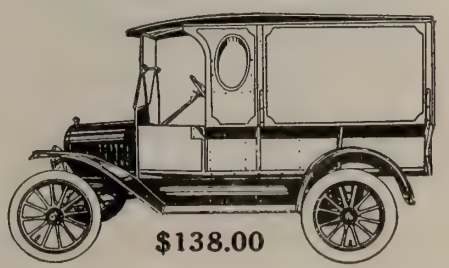
A good proposition for the garage owner or motor agent to handle. The reputation for selling the best built body the market affords goes with the Babcock Agency. If you are interested as an agent, write for particulars. If you are interested as a merchant who wants an auto body for delivering goods, write us for full particulars, and we will send you complete folder, with illustrations, prices and terms, by return mail.

CARRIAGE FACTORIES, Limited

Head Office, Excelsior Life Bldg., TORONTO **Sales Offices, Montreal, Winnipeg, Toronto**



$125.50



$138.00

This advertisement will appear in all Commercial Press papers.

Talking Machines in the Furniture Store

Big Showing of Phonographs at National Exhibition

THERE was an extensive display of phonographs and records at the Canadian National Exhibition in Toronto again this year and the interest shown in them by the many thousands of people who visited the big Fair is convincing proof of the fact that the value of the phonograph both as a source of entertainment and education is just beginning to be appreciated and that there is a big field of opportunity ahead in the sale of this line both for manufacturers and retailers. There is no doubt that the publicity given to phonographs at the Exhibition will prove of immense value to dealers in the sale of machines on account of the scores of people who were impressed with the desirability of having a talking machine in their homes. The seed for many sales has been sown. It is "up" to the dealers to reap the resulting harvest.

Canadian manufacturers of phonographs were well represented. The majority of them displayed and demonstrated their products in tents in the vicinity of the Industrial Building, and a number of manufacturers had special arrangements for the giving of recitals during the two weeks of the Exhibition. There was evidence of a general improvement both in mechanism and exhibits of machines while period styles were much in evidence. A number of fancy cabinet machines were on display and some novelties in the line in the way of machines combined with grandfather clocks, book cases and card tables.

THE EXHIBITS

The George McLagan Furniture Co., Limited—This is the first year that this well-known furniture company has been manufacturing phonographs, but for one-third of a century they have been designers and builders of artistic furniture, and through years of study have produced a machine of excellent design and finish and of outstanding musical ability. This was well illustrated in their extensive showing of machines, a feature of which was period styles in which they are very strong. A universal tone arm with which McLagan instruments are equipped, enables them to play all makes of records without any additional attachments. The McLagan Co. also had an artistic display of their phonographs in the Art Gallery.

The Phonola Co. of Canada, Limited—This company had a representative showing of their various models of talking machines varying in price from $25 to $310. The Phonola Company is now producing a phonograph record of its own, known as "Phonola," and a big



Dufferin Street entrance to the Canadian National Exhibition, at which many manufacturers of phonographs exhibited machines.

feature of this was made at this year's Exhibition. The Phonola is a ten-inch record of the hill-and-dale type played with a sapphire ball and selling at 90c. The company already have a fine range of records, including, patriotic, popular, band, dance, trios, quartettes, sacred, instrumental, and Hawaiian selections. A supplementary list of at least thirty numbers will be issued each month, so that it will not be long before the company will have an extensive selection of records. A Canadian pressing plant is now under way and it is hoped to have the records pressed in Canada within a short time.

The Columbia Graphophone Co.—The various models of machines manufactured by this company were exhibited and demonstrated in a tent near the Industrial Building. Recitals were given as well as the individual demonstration of machines and large numbers of people were impressed with both the Columbia machines and records.

Musical Merchandise Co.—This firm had an attractive exhibit of the Brunswick phonograph in the Process Building. In addition to the public showing and demonstration of machines, two enclosed booths were provided for the individual demonstration of the Brunswick phonograph. Those in charge drew the public's attention especially to the new Ultona, which plays all makes of records and which can be adjusted from one position to another by a simple twist. It is designed to adapt itself to the various surface cuttings and tonal requirements of all records, by allowing for the changed weight of reproducer required to play the different makes of records. A simple movement of the finger adjusts the weight of the tone arm and reproducer. The all-wood tone chamber is another feature of the Brunswick phonograph.

Pathe Freres Phonograph Co. Ltd.—The tent in which this company demonstrated their machines was most artistically decorated with a canopy of yellow and blue bunting arranged inside the entire enclosure. Wall lights and pedestal lamps along with palms and ferns and attractive floor coverings gave an artistic setting in which to show off their machines, which included a big range of period styles which attracted much attention. There was a good attendance of both the general public and dealers to see and hear the Pathephone and Pathe records.

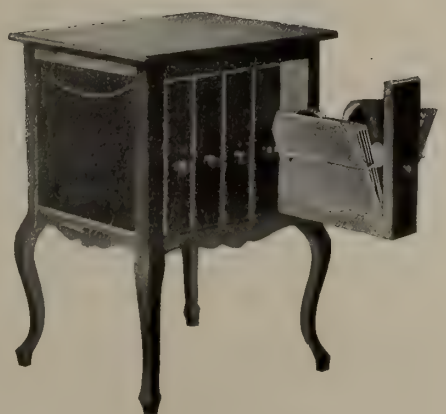
La Favorite Phonograph Company—In addition to the regular phonograph this company showed a number of novelties which interested both the general public and the trade. One of these was a combination grandfather clock and phonograph, the clock forming the upper part of it and the phonograph and cabinet the lower section. In addition to its value as a timepiece and a source of entertainment it also is an attractive piece of furniture. This firm which is located at 364 Queen St. W., Toronto, also showed a combination bookcase and phonograph as well as a card table in which a phonograph was incorporated.

The National Cabinet Co.—This company produces the Canadian line and showed an extensive range of both ordinary cabinets and period styles. This machine plays all makes of records without any extra attachments and has a tone control which permits the volume of tone to be regulated. This company also manufacture a line of separate record cabinets for phonographs.

THE LATEST RECORD CABINET

Every Record at Your Finger Tips

Each cabinet is equipped with alphabetical index book for listing the records, and with numbered guide cards for placing between the records, so that the desired record can be secured from among a hundred or more without disturbing or handling any others.



Patented July 10th, 1917

Made in a variety of styles, in birch, quartered oak, and mahogany. Five-drawer cabinets such as illustrated have capacity for 100 records either 10 or 12 inch. Ten-drawer cabinets have capacity for 200 records.

Every owner of a gramophone should have one of these cabinets.

Write us for cuts and prices.

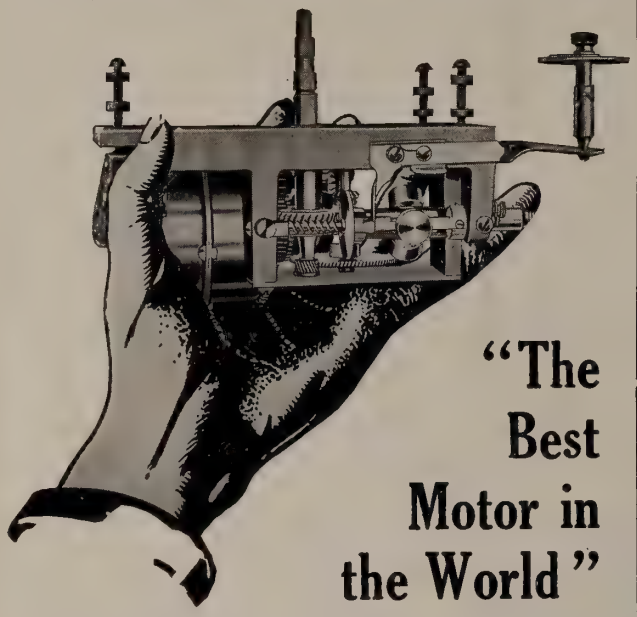
THE ORILLIA FURNITURE CO., LIMITED

ORILLIA, ONTARIO

DAYTON MOTOR

Runs Silently **Runs Evenly**

The success of your business depends on the life, performance and quality of your motor more than any other factor. Unless you get the best possible motor you are bringing trouble on yourself, your dealers, and causing dissatisfaction to the user. Dayton Motors give universal satisfaction. Run without vibration, stand up and give long service, please users and build permanent business. Make your machine a standard of excellence by using the Dayton Motor, which is considered by manufacturers and users as being



"The Best Motor in the World"

They embody the highest quality of mechanical perfection. Made in different styles and sizes; noiseless, easy-winding, and durable.

Build satisfaction into your products by using the quality line—**Dayton Motors, Dayton Tone Arms, Dayton Reproducers.** They will bring you more business and satisfy the most exacting customers.

Write for full particulars.

The Thomas Mfg. Co.

328 Bolt Street DAYTON, OHIO, U.S.A.

Toronto Office: 911 Kent Bldg.

The Starr Company of Canada—Starr phonographs and records which are manufactured by this company were well-exhibited and demonstrated. Period styles were much in evidence in their display. The machines are built to play all makes of records.

A strong feature of their higher priced machines is the new Starr filing system. It consists of a set of eight drawers each lettered and containing a record holder for eight discs. This permits the filing of all records flat, and serves to protect each record because the surface is not scraped when a record is withdrawn.

The Meastrolian Co., Limited—A big range of Knapp Phonographs which are manufactured by this company were shown at the Exhibition. Special emphasis is placed by this Company on the tone chamber which is made of well-seasoned spruce, the material of which violins are built. The tone arm is universal, enabling all disc records to be played. The machine also has a tone modifier which allows the music to be made soft or loud. The office of this Company is located in Ryrie Bldg., corner Shuter and Yonge Sts., Toronto.

The Walker Bin and Store Fixture Co. Limited, Kitchener—This firm had a representative showing of the "Walker Talker" which has an adjustable arm and sound box, and can play any make of disc record. The special feature of this machine is an automatic repeating device which enables the machine to play and repeat any size of record any number of times, and then stop itself. A small disc like a clock, with a little hand which is moved to the desired number of times the piece is to be played, is set in the top, and after winding, the machine will look after itself.

Thomas A. Edison, Inc.—Two Edison recital halls were conducted at the Exhibition this year, where scores of more people were educated to the entertainment value of the talking machine. At one of the halls the Edison diamond disc phonograph was heard in direct comparison with the violin. They report a large attendance at their recitals.

IN THE MANUFACTURERS' BUILDING

In association with pianos, a number of makes of phonographs were displayed and demonstrated in the Manufacturers' Building, where sound proof rooms were available for the rendering of selections.

Gerhard Heintzman Limited—This company which has had half a century's experience in the manufacture of musical instruments is now producing a good range of phonographs, which were given a good deal of attention in their booth at the Exhibition this year. One model which attracted much attention was a $1,500 one, combining a grandfather clock in the centre, a phonograph on one side and a record cabinet on the other.

The Cecilian Co. Ltd.—In connection with their display of player pianos this firm also showed the Cecilian Concertphone, which comes in a variety of models and plays all makes of disc records.

The Amherst Piano Co. Ltd.—This company's display included an exhibit of various models of Amherst phonographs. The headquarters of this company is at Amherst, N.S.

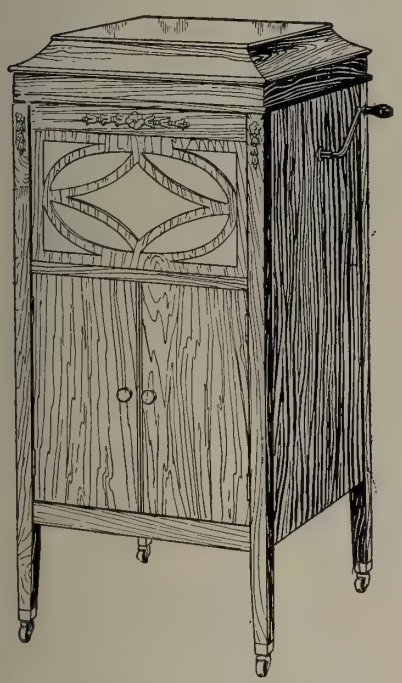
Gourlay, Winter and Leeming Ltd.—This company manufactures the Gourlay phonograph which was included in their exhibit of pianos at the Exhibition.

Canadian Symphonola Co. Ltd.—The products of this company were displayed in connection with the showing of Karn-Morris pianos in the Manufacturers' Building.



How You Can Safely Increase Your Income

Furniture Dealers who have not yet investigated the Pathe Phonograph proposition should write for our latest Booklet, "A Word With You." They will find that the subject is one of great importance to them; they will learn that the Pathe Phonograph constitutes a line ADMIRABLY BLENDED WITH FURNITURE SELLING.



PATHEPHONE No. 125
in Mahogany Oak and Walnut

There is a large demand for Pathe products everywhere—a real demand for the one Phonograph with the wonderful Sapphire Ball, which takes the place of sharp needles—need not be changed, insures long life to the record and gives the superior, beautiful, natural tone to the Pathe Phonograph. The Phonograph which also has the Pathe Controla and plays all makes of Records—

and a great, growing demand for PATHE Records with their world wide repertoire, strong in patriotic, operatic and classical music—first out ALWAYS with the latest popular hits.

THIS DOUBLE DEMAND IS NOW WAITING YOUR WORD TO TURN AT ONCE INTO SALES AND PROFITS FOR YOU—START THINGS GOING — WRITE US TO-DAY!

Pathé Frères Phonograph Co. of Canada, Limited

Factories and Head Office:

4-6-8 Clifford Street, TORONTO, Canada

DISTRIBUTORS:

Ontario—Pathe Freres Phonograph Co. of Canada, Ltd., Toronto.
Quebec—
Pathe Freres Phonograph Co. of Canada, Ltd., Birks Bldg., Montreal.
Manitoba, Saskatchewan, Alberta and British Columbia—
R. J. Whitla & Co., Limited, Winnipeg, Man.
New Brunswick, Nova Scotia and Prince Edward Island—
H. L. Hewson & Son, Limited, Amherst, N.S.

AGENTS WANTED EVERYWHERE

Nordheimer Piano & Music Co. Ltd.—This company included the Aeolian Vocalion in their display of musical instruments. This big feature emphasized in connection with this machine was the Graduola which allows of excellent control of the tone.

Victor machines were demonstrated by the T. Eaton Company in a room at the south-east corner of the Manufacturers' Building.

THE GOLD MEDAL PHONOGRAPH

The Gold Medal Furniture Mfg. Co. Ltd., have recently placed the Gold Medal Phonograph—"the instrument of distinction"—on the market and are receiving many laudatory comments on the four models which they are showing.

For upwards of 28 years this firm has been manufacturing high-grade furniture and for some years past have been in close connection with some of the largest phonograph companies doing business in Canada, for which they have made and assembled talking machines, so that they are in an excellent position to turn out a machine of merit in every respect.

Their plant at Uxbridge, Ont., with factory and buildings covering an area of five acres, is equipped with up-to-date woodworking machinery and has a reputation for high-grade cabinet work. The high standard that has always marked Gold Medal furniture will be maintained in Gold Medal phonographs. An artistic catalogue descriptive of their machines has been prepared and will gladly be sent to any dealer.

A NEW RECORD SELLING SCHEME

An eastern talking machine salesman has developed a little stunt for selling slow-moving records that is worthy of passing consideration. The scheme works particularly well when there is a vacant demonstrating room at hand, and is as follows: The salesman follows the usual course of ushering the customer into a booth, inquiring as to his particular desires and testing out the records. He uses the usual selling tactics and arguments, together with some of his own devising, and demonstrates as many records as possible while the customer is in the booth. When the sale is closed, however, and the customer is waiting, frequently in the passageway, for his package and change, the salesman starts playing one of the slow-selling records in the empty booth and goes about his business. Nine times out of ten the customer will stop and listen to the record, while making inquiries regarding it, the result being that frequent sales are made of records that ordinarily would not be listened to by the average customer.

The salesman in question first attempted to play slow-selling records for the customer while the latter was still in the booth, but found that the results were not satisfactory, inasmuch as the customer felt that he had finished his business for the day and was inclined to be anxious about getting his package and going on his way. Out in the corridor, however, the customer can see the package being wrapped and does not feel that in listening, apparently by accident, to another record, he is wasting his time.

One of the secrets of the success of the plan, of course, lies in selecting records of a type that will appeal to the customer, judging from the selections he has already tried out and ordered. There is a psychological appeal in this kind of salesmanship that interests.



Dresser, dressing table and chiffoiner from Suite No. 89 of the Art Furniture Co., Limited, of Kitchener. It is Louis XVI design and finished in ivory enamel.

THE PHONOLA

Cabinet Talking Machines



comprise many new and desirable features. The best reproduction of a record depends entirely on the machine. The combination of *our* cabinet, reproducer, tone arm, and motor fills every requirement and is the *best* money and brains can offer.

Our machines play any disc record, either zig-zag or vertical cut.



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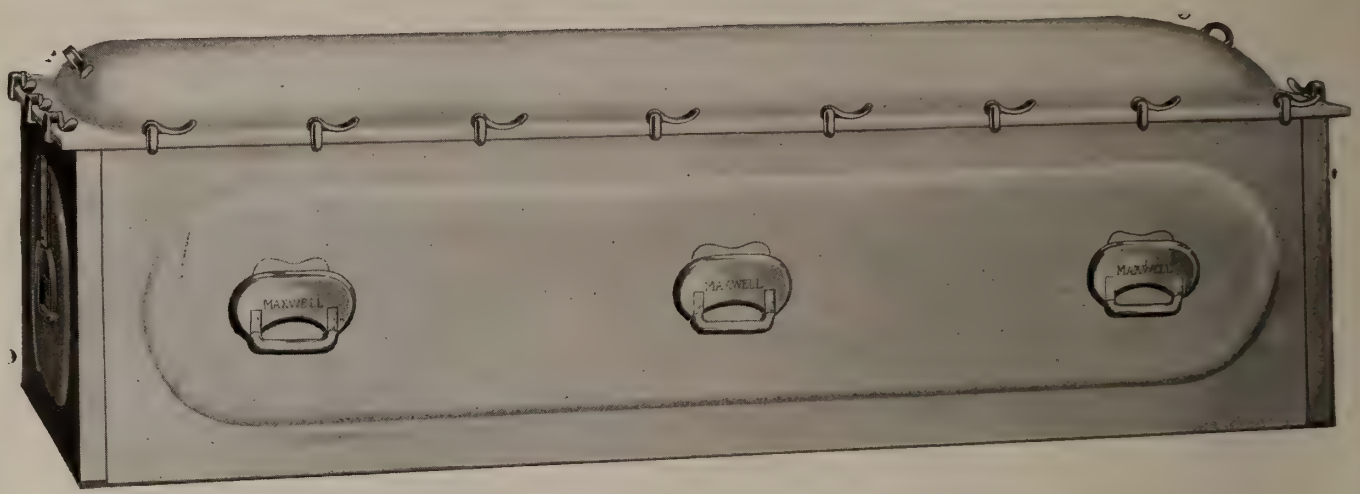
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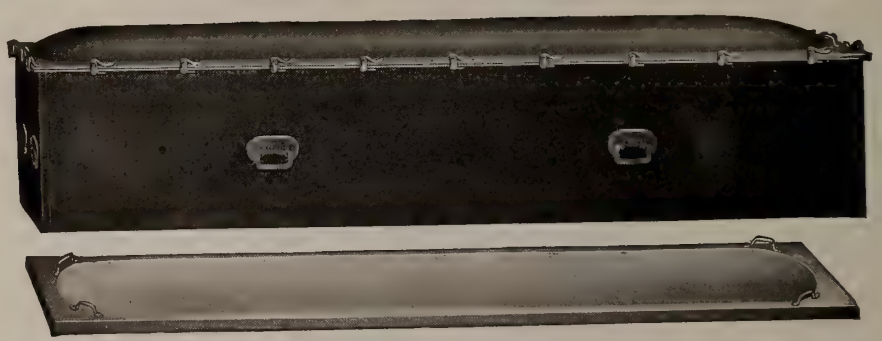
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Carried in Stock by All Leading Jobbers

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Maxwell Ambulance Transfer Case



For the Handling, Removal and Transportation of Bodies. An Indispensable Adjunct to the Modern and Progressive Undertaker.

Recent Changes in Design and Construction have Greatly Improved the Appearance and Practical Utility of this Case, and Reduced its Weight, Making it much more Convenient to Handle.

Removable Interior Tray Retains All Leakage and Discharge, and Greatly Facilitates the Handling of Bodies. Handles conveniently placed to enable two persons to remove without difficulty.

Inside Dimensions: 75 in. long, 20 in. wide, 15 in. deep.

Prices: With Tray $36.00; Without Tray $34.00; Tray Alone $6.00

Sold by the Leading Canadian Jobbers.

Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

Undertakers' Department

Problems affecting the Undertaking Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

THE BEST CONVENTION IN MANY YEARS

Attendance at 35th Annual Convention of Canadian Embalmers' Association breaks all records—Splendid lectures and Demonstrations—Resolutions Condemning Unprofessional Commercialism—New Officers—Picnic and games

(Official Report of the Convention)

A RECORD attendance graced the sessions of the 35th Annual Convention of the Canadian Embalmers' Association, held on September 3, 4 and 5, in the Medical and Anatomical Buildings, of Toronto University. Despite the effect of the war, which was expected to keep many funeral directors at home because of the absence of their younger assistants at the front in France, there was a larger attendance than in any recent year, the registration numbering around 150.

When President McArthur called the first meeting to order on Tuesday morning, he congratulated the members on their splendid turnout. He also welcomed the delegates from the various sections of Ontario, and especially had a warm word for those who came from Quebec and the Maritime Provinces.

The minutes of last year's Convention, when presented by Secretary Matthews, were taken as read, the report as published in the October, 1917 issue of Canadian Furniture World and The Undertaker being accepted on motion of Messrs. R. U. Stone and G. L. Phillips.

Prof. C. A. Renouard, of New York City, who was selected as this year's lecturer and demonstrator, on being introduced by the president, said it afforded him great pleasure to meet the C. E. A. members after some ten years' absence. He referred to the early days of Association work in America, instancing the old International Funeral Directors' Association, the forerunner of them all, which was founded at Rochester, N.Y.

In 1900 the Professor went to England to lecture on embalming, and the press there was somewhat adverse at first to the "new fangled idea," comparing "Yankee" embalming with the early Egyptian method.



PROF. CHAS. A. RENOUARD
and his students at this year's C. E. A. school.

But the few stalwart workers continued their uphill fight and eventually had the pleasure of seeing that the public press took more kindly to the "sanitary preservation of the human dead." Associations were formed in various centres in Britain and are now working harmoniously with health officials in prosecuting sanitary work.

The opportunities offered for the embalmer to-day are much greater than those of the past. It was con-

sidered a notable achievement a few years ago for the old embalmer to be able to raise an artery. The man who could do this successfully considered himself somewhat superior to his fellows and was apt to be not a little chesty. But we are progressing. The embalmer of to-day who cannot raise an artery and do much more in the work of his profession is a back number. His ignorance is his own fault. What he needs to do is to study, and in studying I do not mean merely to read a book or take in a series of lectures much the same as filling a bottle through a funnel; he must read and study and digest and concentrate on his professional work.

Be the Best Embalmer

It is possible to be a good street cleaner, but aim to be the best street cleaner; that is the thing. We should aim to be the best embalmer we can be. Some embalmers are good through study; others are good through Divine Providence. So if you are going to be an embalmer be the best embalmer possible. Then your competitor may cry out, but it will do him no good.

Another thing—work in with the health authorities. While it is true that funeral directors depend for their living on the death of other people, we do not want people to die. We are too public-spirited for that. We want to be good citizens. We want our community to be the healthiest possible community; we want to work with the sanitary authorities in our community. There is no panacea for eternal living on this earth, and eventually all people must die, so the funeral director becomes a benefactor after all.

The old days of the "body snatcher," as undertakers were sometimes called in some sections, has passed away, and there is a closer bond of union between the funeral director and the medical men. The fact that we are meeting in this University building proves this. You are recognized as a part of your health department and you should be ready at all times to co-operate with these authorities.

There are embalmers who attend conventions, get up at the meetings and express themselves in high flown language as to what they would do in certain circumstances, but when they get home they do not practice what they preach.

Fighting Against Decay

Embalming is nothing else than a battle with nature to delay the decay of the human body. It is one of the laws of nature that all earthly things resolve themselves again into the earth; and this is accomplished through decay. If we properly understand the chief fundamentals of decay we will better understand the difficulties we have to face in the problems put before us in our professional work at home. Some of us come to these annual gatherings to study methods of getting good facial effects or expressions, or for some other purpose, but if embalming had not sanitary reasons back of it, embalming would not have a leg to stand on.

It is coming, and in some of the larger centres coming quickly, that the undertaker and the embalmer will be entirely separate in their work. I know professional embalmers in New York who embalm 300 to 400 cases a month. They are called trade embalmers. But the undertaker cannot afford to allow these men to lower the standard of their work, for he, not the embalmer, must stand the blame.

Then the embalmer cannot plead the sick excuse. He must do his work thoroughly and faithfully. He must not overdo it, however. I once saw an old lady who after embalming had been so fixed up by the embalmer that she looked like a show girl; in fact her daughters so expressed themselves. If one of them had kissed the corpse she would have taken painters' colic.

So let the embalmer always remember that so long as the world lasts there will always be decay, and decay is a chemical change which nature enforces for the preservation of life that is left behind. Death is a chemical change which produces decay, and embalming is a fighting of nature to prevent decay. To compete with nature it is, therefore necessary to be as thorough as nature. We must know hygiene and disinfection to be able to do our work properly and to co-operate with the health authorities. All this requires study; and that is why we are here.

These Association gatherings allow us an opportunity of exchanging ideas. We join in associations to benefit ourselves—to find out scientific reasons why so and so is so. There is much to learn. All of us are owners of this Association, the officers are only the hired men. The Professor in conclusion hoped all would return home greatly benefited through the discussions of the Convention.

TUESDAY AFTERNOON SESSION

At the re-assembling of the Convention after lunch President McArthur delivered his annual address. Incidentally he referred humorously to Prof. Renouard's allusion in the morning to the presidential honorarium of a dollar for his services.

Presidential Address

Gentlemen, said Mr. McArthur, I notice from the program before me that you have allowed me thirty minutes to address you. I will promise not to impose upon you for that duration, but with a few concise remarks limit myself to not more than five minutes, which I am sure will be the more pleasing to you.

It affords me much pleasure to welcome to this thirty-fifth annual convention such a gathering of men, not only from the province of Ontario, but from the neighboring province of Quebec, and from the far east. These gentlemen will be given an opportunity at a subsequent hour to address this Association.

It is a good thing for men in any walk of life to meet together often in convention. It is true, that many of us learn much and take home new thoughts, fresh ideas and are seized with an impulse to be bigger men.

Your Executive have nothing more to say in the Association than you have. They are, as Prof. Renouard has said, simply your working men, hired by the year at a small salary. Gentlemen, this is your Convention, your Association, and its very existence depends upon you. The work of your Association

1918-19 C. E. A. OFFICERS

President—Norman L. Brandon, St. Mary's.
First V. P.—F. F. Morris, Bowmanville.
Second V. P.—T. H. McKillop, Brampton.
Treasurer—A. R. Coltart, Chatham.
Secretary—Fred. W. Matthews, Toronto.

this year has been very easy and enjoyable. Harmony prevailing at all times.

A joint meeting was arranged with the Government examining board, the result of which was that they strongly intimated to us their willingness to co-operate with this Association in every possible way.

The unanimous choice of your officers was in calling Prof. Renouard as the demonstrator. In so doing they have no apologies to make. The embalming school lectures have just been concluded, and the reports of same have ben most creditable. During the year which I have had the honor to be president, two of our esteemed members have been called away by death.

The first to which I would refer is the late Mr. J. C. Van Camp. No man took greater interest in Association work than he and his efforts in obtaining the legislation which we now enjoy, were unceasing, and a great deal of credit is due him.

He was a Christian gentlemen, a good undertaker, an ardent lover of his home and family, and it was my privilege to call on him very often. He always had time to talk to the travelling man and one could not but feel better for having known him.

Just as I am addressing this Convention, the funeral is taking place at Bowmanville, of Mr. Levi Morris. I am told that he was the oldest funeral director in Ontario. The deceased gentleman was a consistent Christian man, a Methodist, a Mason, and a business-man highly esteemed throughout the locality in which he lived. I venture to say that the whole town of Bowmanville and the surrounding country for miles around, are gathered just now to pay a tribute of respect to the deceased. Mr. Frank Morris, your vice-president, is his son. It was my privilege to call on him and the family yesterday, to tender to them my respect and to convey the same from the Association. Mr. N. B. Cobbledick, one of your past presidents, is attending the funeral to-day, representing this Association. Mr. Frank Morris will be with us to-morrow. It was his father's wish that he would be, and that he would "Carry on."

In a few hours it will be my time to retire from the presidency, and pass over the lines of office to your new president, Mr. Brandon, of St. Mary's, one well-equipped for the work; a successful man and filled with the spirit of Association work. May my retiring words to him be "Carry on." Yes, there is much to do, Brandon, "Carry on."

On motion, the presidential address was referred to the committee.

The Professor's Address

Prof. Renouard next took up his first lecture, based on his introductory remarks of the morning, and going into details with the composition of the human body, reasons for decay, and circulation of the blood, giving personal instances to illustrate the various points raised.

WEDNESDAY MORNING SESSION

Past President N. B. Cobbledick handled the meeting of the morning.

Secretary Matthews presented his report for the year, which on motion of Messrs. Lennox and Coltart was referred to the Reports Committee.

Secretary's Report

Mr. President, Officers and Fellow Funeral Directors of the Canadian Embalmers' Association:

As your secretary I submit my report for the year 1918. I would like to say that in my opinion the year has been one of progress, although not reaching the state of perfection that we as a body would like.

The thanks of the Association should be tendered to



Group of convention delegates taken outside Toronto University

the manufacturers and commercial travellers for their assistance, financially and otherwise, and although I know it is a pleasure for them to render such help, this only goes to make us appreciate it all the more.

The one outstanding feature that is not satisfactory to me as your secretary is the unpaid dues. Again this year an account was sent to all our members owing from four dollars upwards. It is true that we had considerable response to this appeal and the executive tender the thanks of the membership to those who sent along their arrears. Still there are many, I am sorry to say, did not give it the attention which is due our Association. Once more I appeal to you, who are in my hearing, to do what you can to take more interest in the work.

The executive met at the office of the secretary on May 21 of this year to arrange details for our present convention and school, the main object of course was to decide on a lecturer and demonstrator. Prof. Renouard being our choice this year I have no doubt that his deliberations will be quite satisfactory to those in attendance.

It was decided, if possible, to arrange with the pathologist of the Toronto General Hospital to give us a talk on autopsies; this, I am pleased to inform you, has been consumated, and you will have the pleasure of listening to Dr. Robinson on that subject.

It was also decided that the usual picnic be held again this year and that the arrangements of same be left in the hands of the secretary. This outing, I hope, will be well attended. We will meet at the Bay St. dock at 1.30 p.m. to-morrow (Wednesday, September 4) and gather at the same place at Centre Island as in previous years.

The Secretary's cash book shows for the year:

Receipts ..... $ 919.65
Sundry expense account 44.82

If there is anything pertaining to my office that you would like to ask questions about I would be glad to answer them.

Again thanking the manufacturers and commercial travellers, and the many members for their co-operation, I submit this report for your approval.

FRED. W. MATTHEWS.

Treasurer's Report

A. R. Coltart's report on the finances of the Association was verbal and very concise. There was, he said, a balance in the bank of $560.61. A few outstanding cheques had not been presented, but when they were, the balance on hand would show quite $500.

He again spoke of his resigning his post. He had been again sick, and lately had disposed of his undertaking business to a younger man. In his absence a year ago he found he had been returned treasurer, but he intended this year to get the bulge on the members by being present at the elections.

He had been a member of the Association since its inception 35 years ago, and had also joined the earlier Association. With Mr. McIntyre he was one of the oldest members of the profession and Association in Ontario.

On motion of Messrs. Matthews and Crawford, the report was sent on to the committee.

Lecture on Necropsies

At this stage Dr. W. L. Robinson, B.A., M.B., assistant pathologist of Toronto General Hospital, was introduced, and he delivered an address of much interest and concern to embalmers on "Necropsies." This address we intend to publish in full in our next number, as it was so good any condensed report would not satisfy.

A. R. Coltart moved a vote of thanks to Dr. Robinson at the conclusion of his address. It was one of the best talks the members had listened to. He thought the opportunity of co-operating with the medical profession should be embraced. N. J. Boyd seconded, pleading for more encouragement among funeral directors to co-operate with the medical men in helping obtain autopsies. The vote carried unanimously.

Dr. Robinson thanked the Convention, and on a question, said that embalming could be done in practically all cases before autopsies were made, except in infectious diseases cases.

Grievances of Profession

N. B. Cobbledick reported his visit to Bowmanville the previous day to attend the funeral of Mr. Morris. He said the whole town turned out to attend the ceremonies of a man who was a highly respected citizen of his community.

A short time was given over to the Convention discussing grievances and any subjects that might prove beneficial to the profession. In this regard the matter of commercializing the profession by the employment of "runners" was taken up, several speakers stating that not only Toronto, but many sections of Ontario were overrun with this nuisance.

Bearing this in mind the following resolution was put and voted on, the resolution being sent on to the committee for report, after which the committees were appointed with instructions to report the next day:

Unprofessional Practices Denounced

Moved by C. N. Greenwood, seconded by Wm. Edwards: That because of unprofessional practices in the way of soliciting business by calling at the homes of deceased relatives and making personal application for the privilege of taking care of the deceased, and so commercializing the business, thereby detracting from the dignity thereof; and in so doing upsetting the minds and plans of the relatives and friends in this regard, which same is in the nature of an imposture, which reflects on the profession at large;

It is, therefore, resolved that a vote of condemnation be placed on record by this Association and a copy of this resolution be sent to the Ontario Government Examining Board asking that body that some action be taken to make such practices illegal and subject to the cancellation on the offender's license.

Another Grievance

Another grievance complained of was the matter of overcharging and "loading" a family up. A member read a letter which had been received from one of the U. S. Associations regarding the death of a young aviator near Toronto, in which the undertaker in conjunction with the express company which shipped the body, was sued to recover $288 on an account of $388. A resolution was put and sent on to the Resolutions Committee to report if any action should be taken by the C. E. A.

Committees Appointed

President's address—W. A. Wright, C. N. Greenwood, W. S. Knechtel.

Secretary's report—N. J. Boyd, A. T. MacDonald, John Rodger.

Treasurer's report—R. U. Stone, N. B. Cobbledick, N. S. Fenwick.

Finance—H. McKillop, Ed. Henry, Fred. Skinner.

Resolutions—C. N. Greenwood, H. McKillop, W. Britton.



Goodwill a Factor in Success

The fact that the goodwill of the undertakers of Canada had been won by the various companies comprising Dominion Manufacturers Limited, and that this goodwill has been retained and enhanced by this company, increases our power to give good service.

Instead of having to fight for business from reluctant buyers, it has in all sections of the country warm friends whose goodwill and confidence in it lead to their placing practically all their business with it.

This works to advantage two ways: first, it reduces selling cost; second, it increases the quality of goods going through the plants, making possible more general standardization and lowering production costs.

While it is true, however, that the goodwill extended to us does make for better service, let us once more express our deep appreciation of this goodwill and state our determination to continue to be worthy of it.

Dominion Manufacturers Limited

Head Office: 109 Niagara Street, Toronto, Canada.

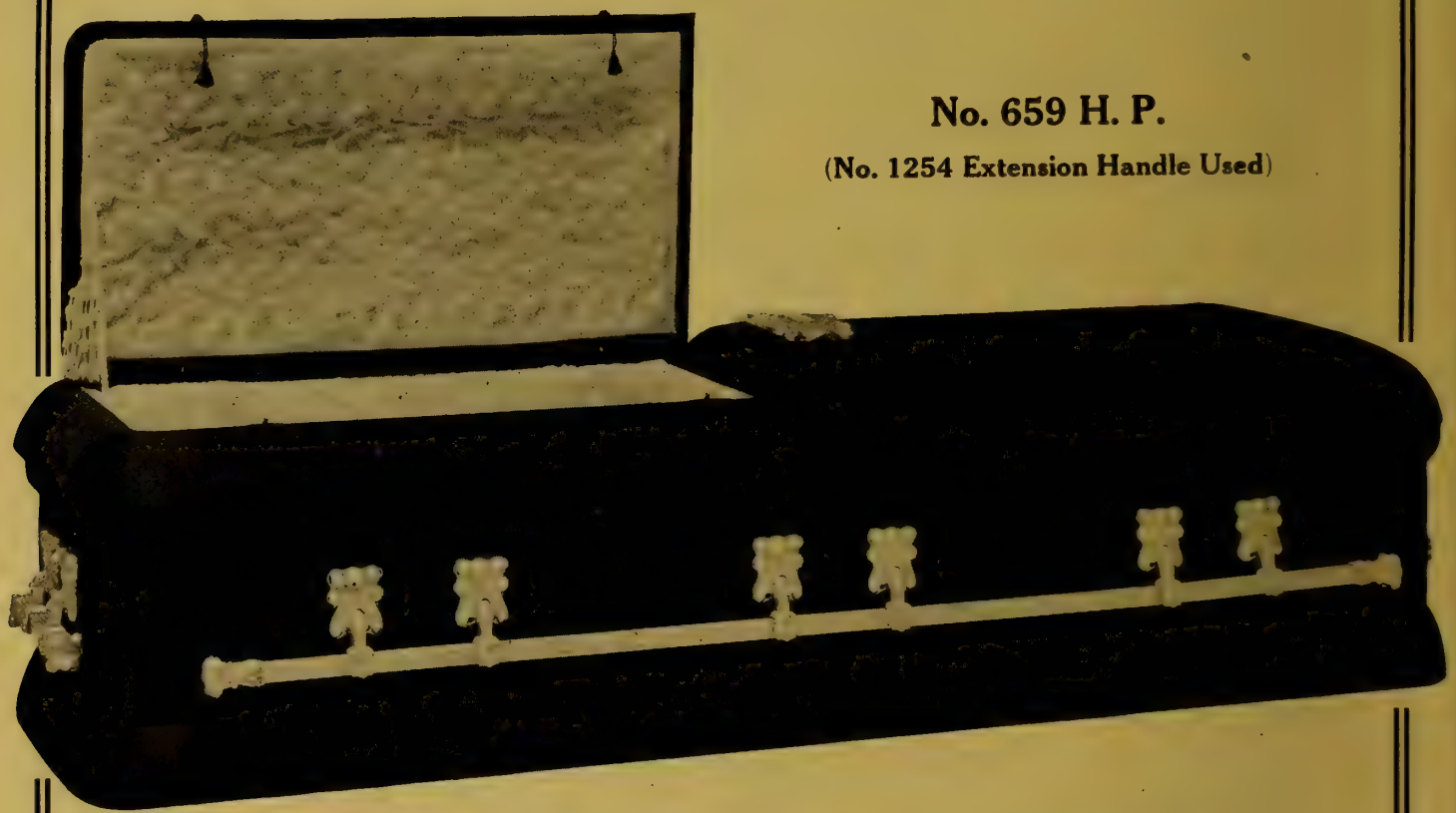
DOMINION SERVICE

BRANCHES

National Casket Co., Toronto, Ont.
The Globe Casket Co., Limited
London, Ont.
Girard & Godin, Limited
Three Rivers, Que.

The Semmens & Evel Casket Co.,
Hamilton, Ont. Limited
Christie Bros. & Co., Limited
Amherst, N.S.
The Semmens & Evel Casket Co.,
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The D. W. Thompson Co., Limited
Toronto, Ont.
Girard & Godin, Limited
Montreal, Que.
Vancouver Casket Co.
Vancouver, B.C.



No. 659 H. P.

(No. 1254 Extension Handle Used)

SIMPLICITY and RICHNESS COMBINED

Use our Hardwood and Cloth-covered Caskets

We make the Best at Reasonable Prices

Dominion Manufacturers, Limited

Head Office: 109 Niagara Street, Toronto, Canada.

Prof. Renouard next took up his demonstration on a cadaver, which filled out the remainder of the morning. The Convention then adjourned for the day, the afternoon being given over to the Island picnic.

THURSDAY MORNING SESSION

Thursday's meetings were in charge of Pres. McArthur.

Prof. Renouard continued his demonstration of the previous day.

Alderman Ryding, on behalf of Toronto City Council, extended the freedom of the city to the visitors.

Reports from the committees were received, and, after amendment to one, sent on by the Resolutions Committee, were adopted.

President's Address

Moved by W. Edwards, seconded by W. N. Knechtel: The report and address of President McArthur was very concise and contained much for the good of the Association. The arrangement by the Executive in meeting the Board of Examiners is to be commended and we would suggest that this be continued this year.

Mr. McArthur's vitality and energetic ability have been a benefit to the Association this year, and we are glad that he will continue ont he Committee.

Secretary's Report

Moved by N. J. Boyd, seconded by A. T. MacDonald: We, your Committee on the Secretary's Report, beg to submit the following: That we have examined said report and most heartily concur in the sentiments therein contained, particularly in connection with that relating to unpaid dues, as finances are the one essential medium to the successful continuation of our Association. It is very essential that every member keep himself in good standing in our Association. We appreciate the efforts of Mr. Matthews in securing Dr. Robinson, pathologist of the Toronto General Hospital for his splendid paper, and would recommend that this feature of the program be continued in the future if possible. With reference to the picnic, it would hardly seem a convention without this social function. We are pleased to report the increased amount of our finances this year which are largely due to the endeavors of Mr. Matthews. All of which is respectfully submitted.

Treasurer's Report

Moved by R. U. Stone, seconded by N. B. Cobbledick: Your Committee on the Treasurer's Report, beg to compliment you on the efficient and conscientious work of our respected treasurer, and to again add to the words of esteem that have from year to year been tendered him. All of which is respectfully submitted.

Finance Committee

Moved by T. H. McKillop, seconded by G. F. Skinner: We, your Committee on Finances, beg to report that we we have audited the books of our secretary, Mr. Matthews, and beg to report that we find them correct.

We are pleased to report that there has been a marked financial gain this year. The secretary's book showing the sum of $1,100, against $748.12 of last year. An increase of $351.88, which we consider a credit to the support of the members of the Association and to our worthy and efficient officers.

Auditors' Report

Moved by T. H. McKillip, seconded by Ed. Henry: We, your Committee on finances, beg to report that we find the books and vouchers of our treasurer, Mr. Coltart, correct, showing a balance of $560.61 to the credit of the Association in the bank.

Resolutions Committee

Moved by C. N. Greenwood, seconded by W. A. Britton: We, your Committee appointed on Resolutions, beg to report as follows We are heartily in accord with the resolution re unprofessional practices, and would suggest that this Association place ourselves on record as being opposed to such tactics; as we believe the public are being taken advantage of at a time when their feelings and respect for their loved ones are uppermost in their minds, and would suggest that a copy of this resolution be forwarded to the Honorable Provincial Secretary, and the Ontario Embalming Board.

In regard to the second grievance, re funeral directors overcharging, it is resolved that this Association voices its disapproval of this method of doing business, and the Executive Committee is authorized to bring matters of this kind to the attention of the Ontario Government Board of Examiners.

THURSDAY AFTERNOON SESSION

The closing business meeting of the Convention was given over to outstanding business.

A. R. Coltart, on a standing vote, was made a life member of the Association.

A vote of thanks was passed on motion of Mr. Harmer to the manufacturers for their help in cooperating to make the Association gathering a success; and to the travellers for their boosting for the Convention attendance in their trips up and down the country.

On a motion of N. B. Cobbledick it was decided to pass a $50 contribution to the Sailors' Fund.

Nominations and Elections

Prof. Renouard and James O'Hagan, editor of Canadian Furniture World, were named as scrutineers. There was but one contest, that for second vice-president. T. H. Killop and Ed. Henry were nominated for this post. Mr. Henry wished to withdraw, but his nominators would not consent. The result was as follows:

President, Norman L. Brandon, St. Mary's; first vice-president, F. F. Morris, Bowmanville; second vice-president, T. H. McKillop, Brampton; treasurer, A. R. Coltart, Chatham! secretary, Fred. W. Matthews, Toronto; trustees of Eckardt Foundation, R. U. Stone, N. J. Boyd and C. N. Greenwood.

The installation of officers, and a presentation of a gold watch chain to Retiring President McArthur, terminated the business of the Convention.

Prof. Renouard concluded his demonstration while the old Executive held their final meeting to pass Convention accounts and hand over their duties to the new officers.

BECAUSE of the great pressure on our space in this issue we have had to hold over a couple of the papers read at the Convention, and also a report of the picnic, games and banquet at the Island. —Editor.

Exhibits During Convention

In the showrooms at the headquarters of Dominion Manufacturers, Ltd., Niagara St., Toronto, a splendid display was made of some of the latest designs in caskets put out by the Ontario branches. The showroom was prettily decorated—red, white and blue about the pillars; white and purple curtains and drapes on windows; Union Jack electric lanterns lighted the place; and flags of the Allies placed about the room. Music was supplied, too.

One end of the room was given over to the hardware display; another end to dry goods; and the caskets were arranged in aisles, so that they could be easily seen and inspected from all sides. The caskets were shown in solid wood and cloth.

Some striking caskets were those soldiers' burial cases, covered in broadcloth, with Canadian ensign and Union Jack let into the lid head. Then a couple of plush covered caskets came in for much praise, as did the all wood colored in imitation of bronze and old silver.

It was noted that the designs were plain, though not severely so, the corner-pieces relieving the appearance somewhat in many of the cases. Solid wood cases were shown in mahogany, walnut and oak. A magnificent cloth-covered copper-lined casket was much commented on. The cloth linings and trimmings in white silk were beautiful.

The dry goods section was made up of casket linings; black suits for men; white, and combinations of black and white, and grey and white for women; and combinations for boys and infants. Door drapes of unique designs and colors were also shown in this section.

Eight trays made up the hardware display. Handles and name plates were shown in polished silver, bronze, copper and other finishes. Extension rods and sets were also shown in finishes to match caskets. Several children's sets in white with floral decorations were commented on.

Canicula Goods Shown

The Canicula Chemical Co. made a display of their Made-in-Canada goods—Canicula embalming fluid, Fragrantine, flesh powder, softener, etc. Rubber gloves and other accessories were likewise on display.

Champion Chemical Exhibit

The Champion Chemical Company had their display and office in their old stand at 116 King St. West, which was in charge of Dr. G. W. Ferguson, Canadian manager. Their display was not large, but was nifty and consisted of fluid, grips and instruments, perfumes, church trucks, and souvenirs. The room decorations were very nice and the stand makes a very appropriate place for the trade to meet, as it is the only down town depot provided by the manufacturers, for the past three years. The undertakers seemed to enjoy it and about all of them registered there. Dr. Ferguson says he has hopes of getting this stand each year, while the Alexander & Cable Co. have that portion of the North American Life Building.

CANADIAN GETS BIG POST

Harry Graham, who will be known to many of the older funeral directors of Ontario as being in charge of the finishing department in Eckardt's National Casket Co., Toronto, in the days before the fire in 1904, has been appointed general manager of the Orleans Casket Mfg. Co., New Orleans, La. Since leaving Toronto, Mr. Graham has been with the Boston branch of the National Casket Co., as head cloth man, and that company tried hard to retain his services.

The name, Graham, was familiar in the old days. Harry's father, George, coming to the employ of Richard Philp in 1880 and Harry two years later. He had previously been with the Ridgetown Burial Case Co., Ridgetown, Ont.

DEATH OF AGED FUNERAL DIRECTOR

The death took place at Bowmanville, Ont., on Saturday, Aug. 31, of Levi Morris, father of F. F. Morris, vice-president of the C. E. A., and the funeral was held from the Methodist Church, to Bowmanville. Mr. Morris was 82 years of age, and was a pioneer in funeral directing and casket making. He was a close associate of Messrs. Philp, Watson, Coles and others, all of whom came from the Bowmanville district.

The whole town turned out to the funeral, and all the funeral directors from the country round about were present. Fred. Coles, manager of the National Casket Co., Toronto, and N. B. Cobbledick, went to Bowmanville for the funeral, the latter represented the Canadian Embalmers' Association.

Professional Notes

A. J. Woodman, Wolfville, N. S., was a visitor to Toronto recently. He stopped off on his way home from Chicago to see the big Fair during its first week and to call upon some old friends.

Mrs. G. H. McKague, wife of the president-elect of the Saskatchewan Funeral Directors' Association, is visiting relatives and friends in the east. She has spent some time at both Milton and Toronto. This is Mrs. McKague's second visit to the east since she and her husband went west to Saskatoon in the pioneering days over 35 years ago.

The California Funeral Directors' Association, which meets in annual convention Sept. 24, 25 and 26 at San Francisco, have engaged Prof. Chas. A. Renouard of the Renouard Training School for Embalmers, New York City, who was the lecturer and demonstrator at Toronto, as official lecturer and demonstrator. Prof. Renouard's following on the Pacific Coast is, like in all other States, unusually large and the announcement of his engagement brought much favorable comment from the representative funeral directors of California, many of whom received their training at the Renouard School.

The selective draft service bureau at Albany has ruled that undertaking comes under the head of an essential employment. In that case there may be hope for a proper classification and conservation.

Much of the success of this year's convention was due to the personal letter sent out to seven hundred funeral directors of Ontario by President McArthur. The travellers, too, did fine work; and we cannot forget Secretary Fred. Matthews, who was on the job all the time.

Johnny Snow invited the C. E. A. to send delegates to the next Nova Scotia Convention, to be held in Halifax next August.

Nova Scotia Funeral Directors Convene

THE Nova Scotia Funeral Directors and Embalmers Association held their 1918 annual Convention at Amherst, N.S., on Wednesday, Thursday and Friday, August 21, 22 and 23. Christie Bros. & Co. Ltd., placed their showrooms at the disposal of the Association, and all the Convention meetings were held there.

President A. W. Murray directed the meetings, and he was assisted by his fellow officers—Arthur W. Canning, vice-president; Cecil E. Zirk, secretary-treasurer, and Joseph Spencer, sergeant-at-arms.

The first meeting was called to order at 9.30 on Wednesday morning, and after the opening prayer, Mayor Milner delivered an address of welcome to the visitors. J. C. B. Olive, of Truro, responded. The president's address and secretary-treasurer's report were next presented, and then the president appointed the Convention committees. Prof. C. F. Moadinger, president of the New York State Undertakers Association, who was this year's lecturer and demonstrator, rounded out the morning's program by delivering his first address. Prof. Moadinger was also at last year's Convention at Halifax.

In the afternoon the reception of new members was the first order of business, a special invitation having been given to the funeral directors of New Brunswick and Prince Edward Island to join the U. S. body to receive the benefit of the special course of lectures. Prof. Moadinger next gave his second address, and also another in the evening after supper.

Thursday morning the Professor started off the program with a lecture and demonstration. This was followed by the election of officers.

In the afternoon the Convention adjourned to take a motor drive to the Dominion Experimental Farm at Nappao, and enjoy a light luncheon. The afternoon's outing was much enjoyed. In the evening, Prof. Moadinger gave another of his addresses.

Friday morning's meeting opened with a lecture by the Professor, followed by the reception of committees' reports. Outstanding business and debating the next Convention place rounded out the morning session, and the concluding session of the Convention was held in the afternoon.

Prof. Moadinger's lectures were along lines of the latest and most advanced methods. They were taken up in this sequence: blood discolorations; circulation and respiration; anatomy of organs of circulation; cavity preservation; arterial embalming; bacteriology for embalmers; decomposition; communicable diseases and disinfectants; post mortem cases; cosmetics and demi-surgery. The Professor also gave special instructions to those who were preparing for their examinations for licenses.

Christie Bros. & Co. Ltd., made a display of samples from their stock of caskets, coffins, linings, hardware and other lines of articles used by the profession.

Pres. Murray in his invitation, said the motto for this year was "Preparedness," and judging from the way the program was carried out the President should have been pleased the way the members co-operated.

News of Eastern Funeral Directors

E. D. Bradley, Sherbrooke, Que., has added a new motor ambulance to his equipment which has met with not only admiration but approval from the physicians as well as the people who are so unfortunate as to ride in it.

Cecil E. Zink, Dartmouth, N.S., secretary of the Nova Scotia Association has a new motor ambulance, besides one eight and one four-cylinder Briscoe, connected with his business. He recently drove several undertakers to Amherst, N.S., on the 21st of August, to the undertakers convention, using his Briscoe eight. Things went along so smoothly one of the boys inquired how far it was to Toronto, wondering if they would have time to stop there on their way back to Halifax.

Snow and Company, Halifax, N.S., have just received a team of hearse horses from Ontario which are described by horse lovers to be the most beautiful in those parts. The team is black, well matched, 17 hands high, and valued at $1,000.

James Ross, of New Glasgow, N.S., has recently recovered from a second serious operation. And his many friends will be very glad to learn of health again being restored to Mr. Ross, one of Nova Scotia's oldest and most popular undertakers.

Miss Mary Murdock, secretary of Snow & Company, Halifax, N.S., has just returned from her holidays spent in visiting friends and relatives, in Toronto, Prescott and Montreal. Miss Murdock claims she has had a good time, was treated royally by everyone and that she thoroughly enjoyed her trip, but was more than glad to get back to Halifax and the cool breezes from the ocean.

J. C. B. Olive, of Truro, Nova Scotia, has lately added a new "Six" McLaughlin to his equipment. Truro is quite a railroad centre and all brothers of the profession will do well to remember that Mr. Olive is just the man who will show you around while waiting for a train connection—and Truro is some beautiful place to see.

Louis Brenen, of St. John, N.B., has now three motor cars in connection with his business, the latest being one of "America's most beautiful cars," which is driven very gracefully by Mrs. Brenan.

CHANGE OF BUSINESS AT HALIFAX

The business of the late Joseph Spencer, 50 Argyle St., Halifax, N.S., has been purchased by the Halifax Undertaking Co., which will, in future, conduct the business. The members of the new firm are B. C. Cruikshanks, C. C. Zink, Dartmouth, and G. Elburn Nichols, of New Glasgow. All these men are well-known in their business and it is their intention to make the premises modern in every respect. G. Elburn Nichols is the manager and can be found either for day or night calls at his business address, 50 Argyle St.

A GOOD MOTTO

Don't try to get business from your friends, but make friends of those you get your business from.—R. U. Stone.

ECKARDT FAMILY "DOING THEIR BIT"

Mr. A. J. H. Eckardt, Toronto, recently received word that his cousin Lt. Herman J. Eckardt, 23rd U. S. Infantry, had paid the supreme sacrifice in France. Lt. Eckardt was a native of Michigan, and had been in the regular army before the declaration of war. He was with the army that was sent into Mexico after Villa, and was overseas since last September.

Mr. Eckardt has 111 relatives in both the Canadian and U. S. armies, nine of whom have been killed. His elder son, Will, known to most of the funeral directors of the Dominion as assistant manager to his father at the National Casket Co., Toronto, and latterly with the Burroughes Adding Machine Co., Detroit, has enlisted as a private and is now in Co. C., 14th Div., Am. In., Camp Custer, Mich., and and another son, Newman, is salesman for the Lawrence Motor Truck Co., Pittsburgh. Being physically unfit for enlistment he is devoting every evening to war work at the British recruiting offices at Pittsburgh.

The Eckardts seem to be of strong fighting stock. An ancestor of the family fought under Washington, several were with the Northern Army in the American Civil War, one was a prominent officer with Mackenzie in the rebellion of 1837, and now members of all branches of the family are taking their part in the present world war for democracy. Major W. A. Bishop, the noted Canadian aviator, is a cousin of the Eckardt boys.

THE WRAY YOUNSTERS

The pictures shown below are the happy group and children of Mr. and Mrs. Fred. Wray, funeral directors, at 290 Mountain St., Montreal, their place of business and winter home. However, the health and makeup of the children are due greatly to the cheerful surroundings they have from May to October, at their lovely country home, "Buena Vista," a beautiful natural point overlooking the quietness of Lake St. Louis. It was the intention of the proud parents to bring the children to the Toronto Convention, and had it been carried out this attraction alone would have been enough to induce many other families to get to Toronto if possible—some show.

A QUEBEC CASKET FACTORY VISITOR

The casket factory and undertaking building of Germain Lepine, Quebec City, is now finished. The former structure was under way for nearly two years. Their business is such that it was necessary to keep the factory going even while under construction, and now that the last nail is driven, in the form of a paved yard of 5,000 square feet, for use in washing the many vehicles of the undertaking equipment, much relief is felt by the manager and his assistants. Since the death of Germain Lepine some 18 months ago, the business has been carried on by his successors, five faithful sons: G. Adelard, manager; Alfonse, Algear, (the latter two twins); Gustave in charge of casket finishing; and Jule the funeral director. Algear will be remembered as a faithful employee of the National Casket Company, Toronto, some fifteen years ago, and while at the convention in Toronto this year, had the pleasure of meeting many of his former friends and acquaintances.

VISITORS FROM THE EAST

H. N. Brien, manager of the Compagnie de Frais Funeraises, Sherbrooke, Que., visiting in the West, attended the Canadian Embalmers' Association Convention in Toronto.

Mr. and Mrs. B. C. Cruikshanks of Halifax, Nova Scotia, left there August 26, for a Western tour. They visited Toronto.

Mr. and Mrs. Johnny R. Snow, of Halifax, N.S., accompanied by Johnny's mother, visiting in Ontario, called at Quebec, Montreal and Prescott, arriving in Toronto in time for the Convention. They returned by boat down the St. Lawrence to the Thousand Islands.



MISS EVELYN WRAY, a very diligent worker in the recent Red Cross campaign in Montreal.

Eight reasons why the name of Wray will ring out in the profession for years to come as it has in years past.

ROBT. WRAY, baby, but not so small. Says he is "Dad's sojier," superintending the farm. He runs it with military hand.

Registered at Convention

Geo. L. Phillips, Sarnia.
W. H. Matthews, Carleton Place.
Hugh S. Miller, Beachburg.
R. W. Richie, North Bay.
Jos. Hingston, Cowansville, Que.
Donald Munro, Glencoe
Edwin Curtis, St. Catharines.
Jas. A. Cain, Lindsay.
Jas. S. Kellam, Simcoe.
N. B. Cobbledick, Toronto.
N. G. Rundle, Toronto.
C. L. Eedy, Harriston.
Lloyd Peacock, Toronto.
W. T. Harrison, Cobalt.
John J. Zappe, Owen Sound.
Enoch Lanz, Ayton.
W. S. Fenwick, Enterprise.
J. A. Taylor, Sutton West.
R. U. Stone, Toronto.
Fred. W. Matthews, Toronto.
Fred. J. McArthur, Cobourg.
Robt. McMane, Milverton.
R. J. Reid, Kingston.
Jos. Gougen, Montreal.
Chas. Dunham, Aurora.
Fred. Skinner, Schomberg.
W. N. Knechtel, Toronto.
M. Morse, Niagara Falls.
Wm. Speers, Toronto.
Wm. Edwards, Gananoque.
J. Branchand, Haileybury.
Fred. Fischer, Elora.
E. J. Hicks, Essex.
Geo. C. Byng, Bobcaygeon.
W. S. Preston, Toronto.
R. Maddocks, Toronto.
T. H. McKellop, Brampton.
Ed. Strasler, Queensville.
C. E. Burgess, Toronto.
F. H. Minaker, Picton.
W. A. Wright, Richmond Hill.
Chris. Dreisinger, Elmira.
Geo. Dreisinger, Elmira.
A. R. Coltart, Chatham.
C. McMillan, Dromore.
Howard Bros., Hastings.
Fred. Scott, Woodbridge.
E. A. Poth, New Dundee.
W. A. Hunt, Belmont.
Chas. H. Hulse, Orangeville.
P. C. Deyman, Fenelon Falls.
Lorne R. Barlett, Weston.
Bart Wright, Chesley.
Wm. J. Osborne, Warkworth.
E. Miller, Kincardine.
N. J. Boyd, Mitchell.
J. Roger, Atwood.
Jno. M. Hood, Creemore.
M. J. Stoddart, Woodville.
Jno. H. Summerfeldt, Cannington.
S. F. L. McMurtry, Midland.
J. Paul, Feversham.
N. J. Roadhouse, Newmarket.
Thos. Porter, Toronto.
R. J. Drake, Fonthill.
Geo. Hethington, Langton.
Wm. H. Lyle, Toronto.
Milton McMillan, Roseneath.
J. Thompson & Son, Fergus.
A. J. H. Eckardt, Toronto.
H. Holmes, Dresden.
A. T. MacDonald, Stayner.
A. O. Jackson, Sudbury.
J. G. Henry, Sudbury.
A. E. Farrar, Tweed.
J. A. Hilts, Toronto.
Chas. I. Poffer, Norwood.
T. E. Simpson, Sault Ste. Marie.
G. H. Cobley, Simcoe.
Chas. R. Bolton, Toronto.
W. D. Minikin, Barrie.
R. Moffatt, Toronto.
Thos. Mason, Bala.
Alex. Miller, Selkirk.
C. Haskett, Lucan.
G. H. Swartz, Jerseyville.
W. A. Britton, Grand Valley.
N. A. Johnson, Seely's Bay.
A. B. Greer, London.
P. C. Lloyd, Barrie.
C. M. Smith, Barrie.
W. J. Malher, Stouffville.
A. F. Steele, Forest.
W. A. Beauscombe, Picton.
R. R. Wansbrough, Toronto.
W. W. Lewis, Mt. Forest.
J. W. Pattison, Pt. Elgin.
N. L. Brandon, St. Mary's.
H. B. Beckett, Brantford.
S. A. Hewitt, Mitchell.
Jno. F. Schuett, Mildmay.
Ernest E. Bolton, Toronto.
Edward Henry, Thamesville.
C. N. Greenwood, Stratford.
A. R. Clumenhage, Stevensville.
Jos. Hilliar, Burk's Falls.
D. L. Brown, Dundas.
C. E. Allen, Dundas.
J. Comstock, Peterboro.
W. W. Clarke, London.
G. W. C. Graham, Toronto.
Frank C. Reid, Kingston.
J. L. Ferguson, Leamington.
A. L. Oatman, Simcoe.
E. F. Best, Simcoe.
W. E. Baycroft, Beeton.
Jno. P. McCammon, Paris.
A. Black, Orillia.
S. R. McCully, Toronto.
F. J. Martyn, North Bay.
W. H. Harmer, Cochrane.
F. G. Wilcox, Waterford.
R. M. Ballentyne, Trenton.
R. A. Breckenridge, Owen Sound.
A. F. Stager, Hespeler.
L. Morris & Son, Bowmanville.
Sam. LeClair, Sudbury.
A. H. Cosby, Gravenhurst.
A. H. Hermiston, Listowel.
A. W. Barlett, Toronto.
A. Logan, Parry Sound.

SOME DAY *DIOXIN* WILL BE USED BY PRACTICALLY EVERY GOOD UNDERTAKER!

These are Some of the Reasons why WE Recommend DIOXIN and why YOU Should Use It!

It is interesting and impressive to talk with the funeral director who has adopted DIOXIN, the Peroxide of Hydrogen fluid.

He entertains no misgivings, no doubts, no uncertainties.

He KNOWS that he has the Best Fluid in the world and he will tell you WHY.

And we firmly believe that the weight of his experience soon will result in the majority of other funeral directors using DIOXIN.

We have implicit faith in the working of that business law which rewards a product in proportion to its deserts; and we are confident that its application will benefit DIOXIN Embalming Fluid.

We believe in the professional world—whether it be caskets, or hardware or linings or embalming fluids—a sifting process goes on continuously which sends the unfit to the bottom and the fittest to the top.

We believe that an inexorable law is set in motion by an exacting professional demand which unerringly will hunt out DIOXIN as the best fluid just as it has hunted out the best caskets and the best funeral supplies.

And it is our quiet conviction that DIOXIN IS the best fluid made in America to-day; that the sifting process is under way; that professional sentiment is rapidly turning in its favor; and that it is only a question of time before DIOXIN will be used by every funeral director who demands the best.

Dioxin Contains More Peroxide than Any Other Fluid Made!

H. S. ECKELS & COMPANY 221 FERN AVENUE TORONTO, ONTARIO, CANADA

Public Spirited Funeral Directors

Bishop Le Blanc of St. John, N.B., mentions with much laudation the assistance he has had from Fitzpatrick & Sons, undertakers of that city, during construction work which has been carried on since His Lordship started the many edifices which have been completed in the last four years. The first of the structures to be erected was the St. John Infirmary which when finished some two years ago represented one of the most complete hospitals in Canada. In which no detail has been neglected from the foundation, through the convenient wards, elaborately furnished rooms, which were supplied by individuals whose names don the neat little plate on each door, to the most modern operating rooms and equipment obtainable.

The second of these structures is the Y.M.C.I. building, which consists of swimming pool in the basement; bowling alleys, poolrooms, athletic rooms, stadium for indoor ball of all kinds, club rooms and individual lockers and is reputed to be the best and largest club of its kind for men and boys in Canada, east of Montreal.

The third of these beautiful buildings is the recently finished St. Vincent's High School, which is 100x200 feet, five floors and basement, 30 class rooms, a wonderfully constructed theatre with stage 25x75 ft. and girls' swimming pool in the basement. The foundation is stone while the large building towering above is of a gray-brown brick and the floors of the halls and corridors are of tile and the steps and trimming built of genuine marble. The stair trimmings or banisters are of brass, bronze and steel. And as the saying goes, "from the cellar to the attic" nothing is left undone to make St. Vincent's High School not only one of the most modern and desirable places for children growing into manhood and womanhood, but there is that something to this new school building, with its environs of beauty, which creates an atmosphere of proud satisfaction among the children, and thereby causes them to further their purpose by remaining in school with a willingness and love to do so right at an age when it is so easy for them to choose some walk in life rather than to go on with their studies.

David Fitzpatrick, who was the original senior member of the Fitzpatrick Undertakers, and is the inspector of construction, is usually called "Superintendent of Construction" by the Bishop himself, who says that the sons, Phil and Patrick, who comprise the present undertaking firm, are very earnest helpers and diligent workers for the cause, as well as keeping an eye on the business of Fitzpatrick Bros.

WANTED OLD CLOTHES EXCHANGED

Dr. G. W. Ferguson, the "Champion Chemical man," attended the Nova Scotia Convention while making his Eastern calls last month. Writing to a Toronto friend, while we in Ontario were scorching, Doc says:

"Business is very good, the weather is fine, but cool, and one needs an overcoat during the morning and evening hours—if you know any person who has a light top coat not needed in Toronto at this time which he would like to exchange for an old straw hat, some dirty shirts and a dozen soft collars, please let me have the name and address and we may be able to trade on the basis of appropriate apparel for popular people in punk places out of season. Am now on my way to Sydney, Cape Breton, from where I will go to Amherst, N.S., to attend the Convention there the week of August 21."

MOTOR EQUIPMENT FOR ONTARIO UNDERTAKERS

The day of the horse is passing—at least his days seem numbered, so far as funeral directors are concerned. There are few horse-drawn hearses in Toronto, and but two horse liveries in the whole city. Nor is this condition confined to that city alone, the other cities and towns, even the smaller villages have their auto equipment for funerals, and country funeral directors are as up-to-the-minute as our city leaders.

A great many Ontario funeral directors have of late changed from horse to auto equipment, and others are



CHRIS. DREISINGER
and his new motor hearse. This is the second motor hearse Mr. Dreisinger has constructed himself.

doing so. Mark Paul of Woodstock, Jim Sutton of Wallaceburg, L. A. Bell of St. Mary's, the Dwyer Estate of Hamilton, Richardson & Son of Essex, Wm. H. Tanton of Strathroy, and Geo. Darcy of Pt. Colborne, are among some of the latest who have added motors to their equipment. Chris Dreisinger of Elmira has finished his second motor hearse, doing the construction work himself.

The Fred. W. Matthews Co., Toronto, is adding another motor hearse mounted on a Reo chassis, and W. K. Murphy, also of that city, is supplanting his horse equipment with motors.

UNDERTAKERS' RETURNS

Under this head the Ontario Public Service Bulletin in giving the report of the Provincial Board of Health for a recent month, says:

"Some of the undertakers are just as negligent in this respect as the secretaries of the Local Boards of Health, and instead of making prompt returns of deaths as required by the regulations, we find that some are so remiss in their duties as to make them from three to six months after the deaths have occurred, and consequently they are of little use for statistical purposes. Undertakers neglecting to make returns will be prosecuted in future."

Undertakers Shipping Directory

ONTARIO

Bobcaygeon—
Byng, G. C.

Bowmanville, Ont.—
Morris & Son, L. 'Phone 10.

Brantford—
H. S. Peirce & Co.,
Funeral Directors and Embalmer.
Both phones 200.

Burks Falls—
Hilliar, Joseph. Box 213.

Coboconk—
Greenley, A.

Dorchester, Ont.—
Logan, R. A. 'Phone 2107.

Dungannon—
Sproul, William

Dunnville—
D. P. Fry. 'Phone 68.

Elmira—
Dreisinger, Chris.

Huntsville—
Hilliar, Joseph.

Hamilton—
Blachford & Sons,
57 King Street West.
Dodsworth, A. H.
59 King St. W.
Robinson, J. H. & Co.,
19-21 John St. N.

Ingersoll—
McIntyres.
F. W. Keeler and R. A. Skinner, props.

Kemptville—
McCaughey, Geo. A.

Kingston—
Corbett, S. S.
Reid, Jas., 254 Princess St.

London—
Ferguson's Sons, John
174 to 180 King St.

Orillia—
W. A. Strachan,
Successor to
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Phone 453.
D. Clark. Tel. 159.
Mundell, J. A. Phone 126.
150 Mississaga St.

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Schomberg—
F. Skinner.

St. Catharines—
Grobb Bros.
144-146 St. Paul St.

St. Thomas—
William, P. R., & Sons, 519 Talbot St.

Stirling—
Ralph, Jas. Phone 102.

Stratford—
Greenwood & Vivian, Ltd.
88-92 Ontario St.
White & Co., 80 Ontario St.
Down & Fleming,
94 Ontario St.

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742 Broadview Ave
Phone G. 3885
Ambulance service.
Cobbledick, N., B., 2068 Queen St. East and 1508 Danforth Ave. Private Ambulance.
J. A. Humphrey & Son,
463 Church St.
Washington, Fleury Burial Co., 685 Queen St. E.
J. C. Van Camp,
30 Bloor St. W.
Washington & Johnston,
707 Queen St. E.
Corner of Broadview.

Thedford—
Woodhall, J. B.

Wallaceburg—
Cousins, Burlington & Saint

Welland—
Patterson & Dart
Sutherland, G. W.

Woodstock—
Mack, Paul.

Whitby—
Nicholson & Seldon.

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Moncton—
Tuttle Bros., 164 Lutz St.

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100 Waterloo St.

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Campbell & Campbell.

Dauphin—
Farrell, A. F.

Winnipeg—
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CANICULA EMBALMING FLUID

That velvety-flow fluid that is different; does not burn or shrivel the arteries, allowing the operator to inject as often as he likes and obtain that desired effect.

CANICULA CHEMICAL COMPANY
366 Bathurst Street - TORONTO, CANADA

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EMBALMING FLUID

THE PRICES OF ALL GOOD FLUIDS MUST ADVANCE.

Get YOUR ORDER in now and save money later.

Our price is still $18 00 a case, or $7.50 a gallon NET. Concentrated.

We cannot h ld to this price when our stocks are depleted.

We can still save you money because we have large stocks on hand.

Many of our customers have already filed orders for their requirements for a year from this date.

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There is no better Fluid in the world than CARANAC

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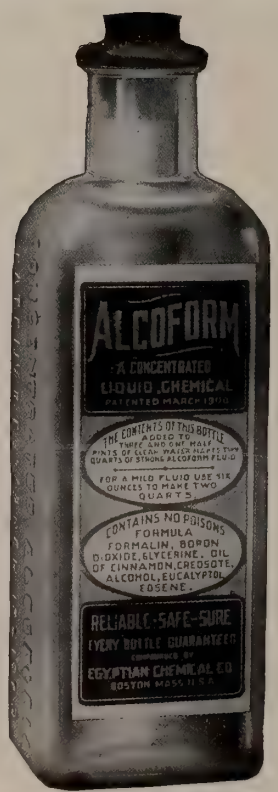
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Ask others for their Formula



Larger Bottles filled up with water

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SEMMENS & EVEL CASKET CO.
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Prescott, Ont.
CHRISTIE BROS.
Amherst, N.S.

Egyptian Chemical Co. Boston, U.S.A

For Sale / Wanted

TERMS OF INSERTION

50 cents per insertion up to twenty-five words. Each additional word two cents. If Box is required 5 cents extra to cover postage, etc. Cash must accompany each order —no accounts booked.

FOR SALE—A good and up-to-date hearse and sleigh, painted a year ago. Good reason for selling. Particulars and photo on application. Box 60, Canadian Furniture World, 32 Colborne St., Toronto. a-s

FOR SALE—Eight column funeral car, by Cunningham, best hearse in city of Toronto; 1 single deck casket wagon, carved sides, by Guy; 1 combination embalming and casket wagon, portable top. This rig also makes a nice church or pleasure trap with two seats. 1 undertakers' furniture and casket sleigh, portable top and five seats; 1 Russian two-seat cutter; 2 sets single harness. All for sale cheap. Apply to W. K. Murphy, 366 Bathurst St., Toronto. s-o

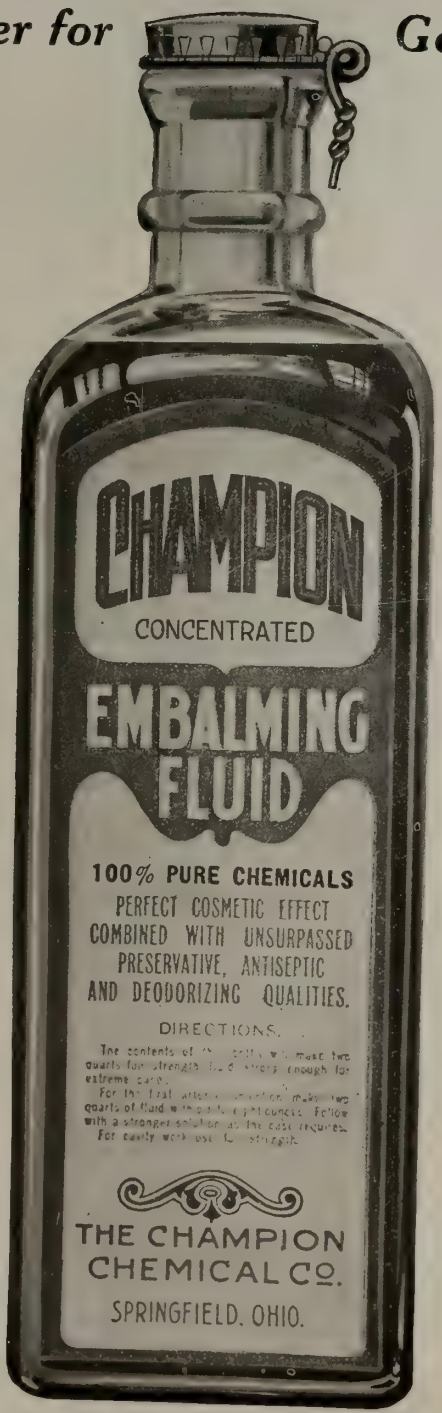
POSITION WANTED—As an embalmer and funeral director, holding both licenses, also furniture experience. Age 27, married; can furnish best references. Apply Box 61, Canadian Furniture World and Undertaker, 32 Colborne St., Toronto. -s

FOR SALE—Motor hearse, brand new, never been used, will sell cheap for quick sale; built on an A1 Cadillac chassis in good running condition. Apply M. R. Nash, 1153 St. Clair Ave., Toronto. Phone Junction 6190.

Send your **WANT ADS.** To "CANADIAN FURNITURE WORLD"

CHAMPION FLUID

"The Leader for Generations"



Highest Possible Quality

Has no equal for producing life-like cosmetic effect.

Makes Maximum Quantity

The most economical embalming fluid on the market.

If a better embalming fluid than **Champion** could be compounded, we would compound it

The Champion Chemical Co., Springfield, Ohio

DR. G. W. FERGUSON, Canadian Manager

74 Leuty Ave., Kew Beach, TORONTO



No. 84 ALASKA Link Fabric Extension Couch

This couch is an especially useful and comfortable article of furniture for every home. It can be used with equal facility and comfort, either as a couch or as a bed. The purchaser of one of these couches will never lack an extra bed in case of sudden and unexpected guests.

Frame: Heavy steel angle, securely braced; oxidized finish.

Fabric: Twisted link fabric, indestructable: fastened to each end by half helicals.

Size: Open, 4-2, closed, 2-4, by 6-0.

Mattress: Filled with clean, crisp wood fibre, overlaid with *new*, sanitary carded felt; 2½ inch band. Covered with green denim with valance.

Order Direct or Through our Representatives.

Net Price $11.00 Complete

ALASKA BEDDING OF MONTREAL LIMITED

Makers of High-Grade Metal Bedsteads and Bedding

GUARANTEED ALASKA BEDDING
TRADE MARK REGISTERED

400 St. Ambroise Street, MONTREAL

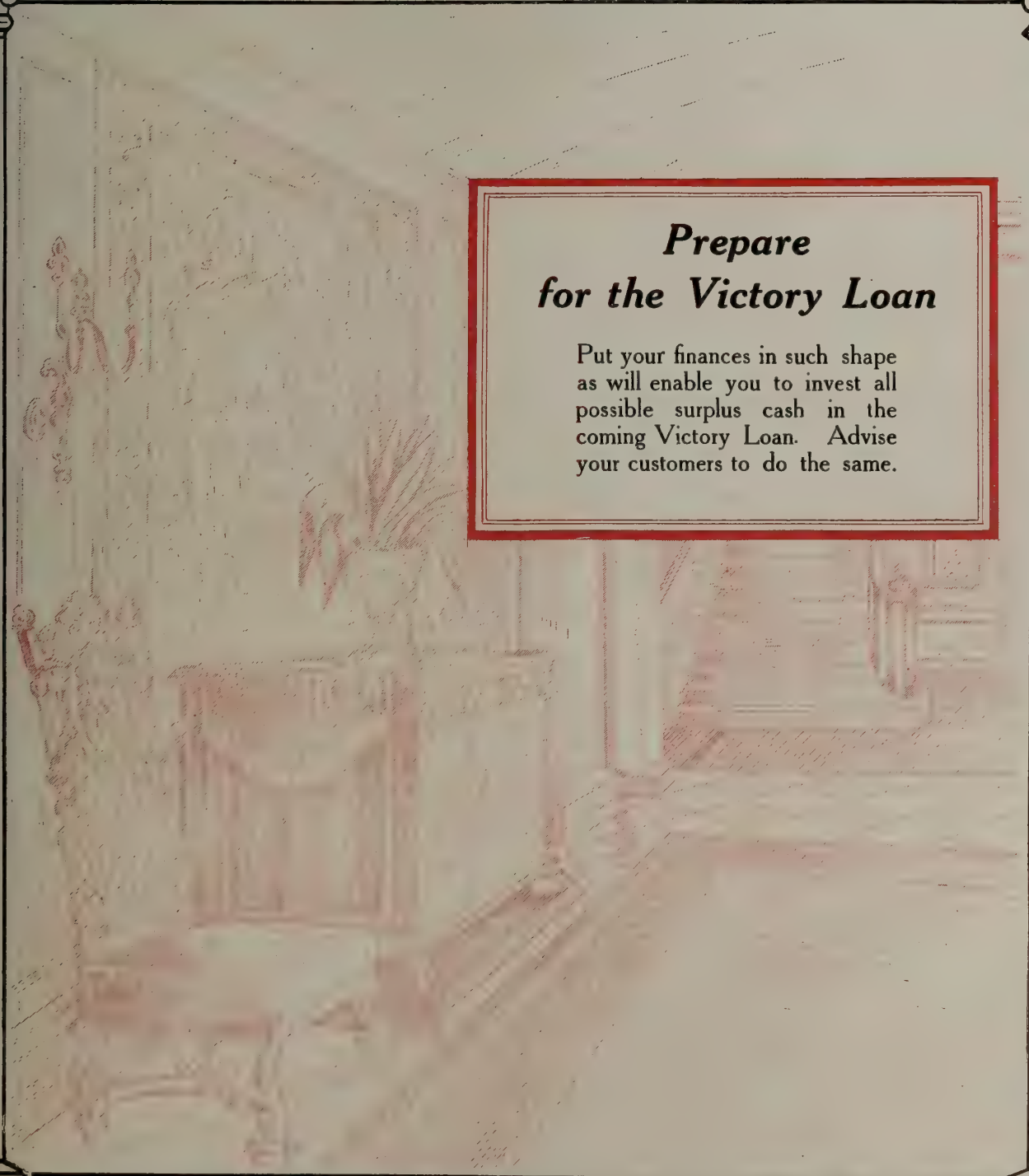
Associated with SIMMONS COMPANY, Kenosha, Wis., U.S.A.

OCTOBER, - 1918

CANADIAN FURNITURE WORLD

AND

THE UNDERTAKER



Prepare for the Victory Loan

Put your finances in such shape as will enable you to invest all possible surplus cash in the coming Victory Loan. Advise your customers to do the same.

PUBLISHED BY
THE COMMERCIAL PRESS LIMITED
32 COLBORNE STREET TORONTO

THE K-K LINE

The Original
KIDDIE-KARS
(3 sizes)

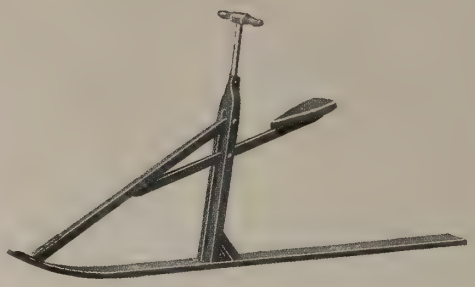
K.K. TRAILERS
(Attach to any Kiddie-Kar)

K.K. KOASTERS

K.K. KICKERS

K.K. KLIPPERS
(2 sizes)

Dealers' Discounts on application



The K. K. KICKER

Until now no toy has ever really equalled the old-fashioned sleigh for healthy winter fun, but with the KICKER comes a new era in winter sports. It is proving extremely popular, and your Christmas stock is not complete without a few.

Retail Price - $2.75



The K. K. KLIPPER

The K. K KLIPPER, like the Kiddie-Kar, finds favor alike with parent and child. It is designed especially to strengthen the arms and shoulders, being propelled by means of a rubber-tipped rod which moves back and forth, necessitating an arm movement very much like that of rowing.

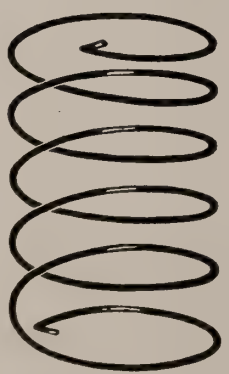
Retail Price { No. 1 size $3.00 / No. 2 " 3.50

CANADIAN K-K COMPANY LIMITED
ELORA - ONTARIO

TRADE MARSHALL SPRING PATENTED MARK

MARSHALL PATENTED SPRING

All Marshall cushions bear the above trade mark.



Cut No. 1

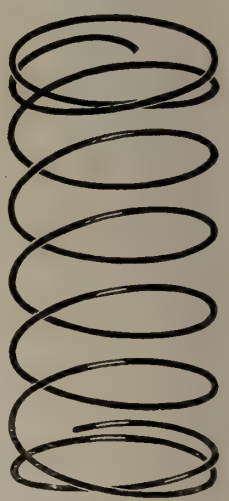
The Marshall Patented Spring is illustrated by cut No. 2. Comparison with cut No. 1, the old style spring formerly used by us, shows a wonderfully improved construction.

The ends of the spring are so constructed that when the springs are compressed they are directed to the centre to prevent them catching the fabric and working through, which sometimes occurred with the old spring.

This construction makes possible the production of a Perfect Spring Mattress or Cushion—The Marshall Ventilated Mattress and the Marshall Spring Cushion.

The Marshall Spring is protected by patents. It cannot be duplicated or imitated by others.

The degree of comfort and wear given by the Marshall cannot be equalled. Therefore, when absolute satisfaction is desired the Marshall recognizes no competitor.



Cut No. 2

Marshall Ventilated Mattress Company, Limited - Toronto, Canada

Successors to Marshall Sanitary Mattress Company, Limited

STRATFORD FURNITURE



MORE PUBLICITY FOR KROEHLER KODAVS AND DAVENOS

HEREWITH is reproduced the exhibit of Kroehler Kodavs and Davenos, made by The Kindel Bed Co. Ltd., at the Canadian National Exhibition, which was attended by close to a million people. Retail furniture dealers who handle these lines will appreciate what this publicity means in paving the way to larger sales, as the goods were shown and demonstrated to advantage and hundreds of prospective customers for Kroehler Kodavs and Davenos created. Furniture men should put forth a real effort to cash in on this publicity by featuring these lines in their store.

This publicity at the Toronto Exhibition is in keeping with the policy of the manufacturers who back up the furniture dealer with advertisements in the large national papers, such as the Saturday Evening Post, Ladies' Home Journal, etc.

The exhibit also demonstrated in a convincing manner the attractiveness of Kroehler Kodavs and Davenos to the eye and their display possibilities—a very important factor in the making of sales.

THE Kindel BED COMPANY, Limited
STRATFORD : ONTARIO

STRATFORD FURNITURE

THE varied requirements of the trade in regard to style, utility and appropriateness are all met in McLagan furniture.

To produce the highest quality goods at moderate prices is our constant aim.



5072 Buffet



2675A Diner



5074 China Cabinet

The George McLagan Furniture Co., Limited

STRATFORD ONTARIO

STRATFORD FURNITURE



5072A Buffet

QUEEN ANNE Dining-room Suite in American Black Walnut.

Refinement graces the form of this carefully studied design.

Order now for fall selling.



5077 Extension Table



2675 Diner

The George McLagan Furniture Co., Limited

STRATFORD ONTARIO

STRATFORD FURNITURE

LEND the way they fight

CANADA'S Second Victory Loan Campaign will be launched during the coming month. If you are anxious to do your utmost towards winning the war; if you wish to help the boys "over there" by supplying them with guns and ammunition, tanks and aeroplanes; if you wish to make the next twelve months the most prosperous in your history we urge you to

Boom Victory Bonds

The Imperial Rattan Co., Limited

STRATFORD - ONTARIO

Go over the Top with a Victory Bond

Canada asks her people to subscribe half a billion dollars to her second Victory Loan. Will you do your bit towards winning the great war by lending your money to your country.

When you Fight—FIGHT

When you Buy —BUY

Buy Victory Bonds—they yield you good returns.

Canadian Furniture World and The Undertaker

32 Colborne Street - Toronto

STRATFORD FURNITURE



BERLIN OR BUST!

IS THE WAY OUR MEN ARE FIGHTING

MONTHS of weary waiting, watching and patrolling they had before they got orders to go "over the top." Months of hard, gruelling preparatory work behind the lines in France; months of strenuous excercise and iron discipline in the training camps before they sailed.

But, when word came they were fit—nothing stopped them.

Keep them fit—trained to the minute—wanting for nothing to help them win.

By subscribing to Canada's Second Victory Loan you can "do your bit" in helping your country to supply arms, ammunition and supplies. Buy Victory Bonds—Buy till it hurts.

The Stratford Chair Company, Limited

Stratford - Ontario



Meaford furniture

makes an immediate appeal because of its attractiveness, sells on its merit and reasonable prices. Satisfies its owners, and is good furniture for the dealer to handle.



NO better furniture can be had with which to build a permanent business. It will give satisfaction for years, and the dealer who sells Meaford Furniture now will unquestionably be able to sell the same family again and again as future needs arise.

SEND FOR ILLUSTRATIONS OF OUR NEWEST LINES.

The Meaford Manufacturing Co., Limited

MEAFORD - ONTARIO

Upholstery Leather

We carry in stock all grades in standard colors for immediate shipment

Spanish, Fancy, Enamelled and Goat Grain Finishes

Unsurpassed Selections
Well Trimmed Hides

The most economical leather on the market.

Let us quote you on cut stock.

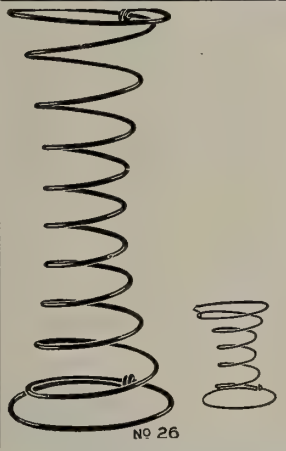
Boullee Fraser Leather Mfg. Co., Inc.
234 Canal Street, NEW YORK

The National Table Company, Limited
The Owen Sound Chair Co., Limited
The North American Furniture Co., Limited

Owen Sound Ontario

Manufacturers of Medium and High-Grade Dining Room, Bedroom, Hall, Living Room and Library Furniture.

Catalogues sent on application



Upholstery Springs

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

HELICAL SPRINGS
for spring bed and mattress fabrics.

Get the habit ; buy Canadian springs.

James Steele, Limited
Guelph, Canada

Unsurpassed

Light and springy, free from dust or odor, and proof against vermin, it is unsurpassed in its possession of every essential of a perfect mattress filling—qualities that mean Comfort, Assurance and Certainty of Sanitation.

It is superior to most hair in quality, and beats it easily in economy.

Write us for prices and literature.



The Mattress Filler that "Comes Back"

The Canadian Feather & Mattress Co.

Limited

Toronto - Ottawa

The Gold Medal Line

Mr. DEALER

A FEW carefully selected pieces of Living Room Furniture shown in stock by you will frequently attract the attention of a local customer and keep the trade in town or village where it belongs. Are you alive to the possibilities of trade in your locality?

START RIGHT with a selection from the New Gold Medal Catalogue.

A large range of upholstery fabrics is at your disposal.



No. 792 SOFA—CHAIRS TO MATCH

THE GOLD MEDAL FURNITURE MFG. CO., LIMITED

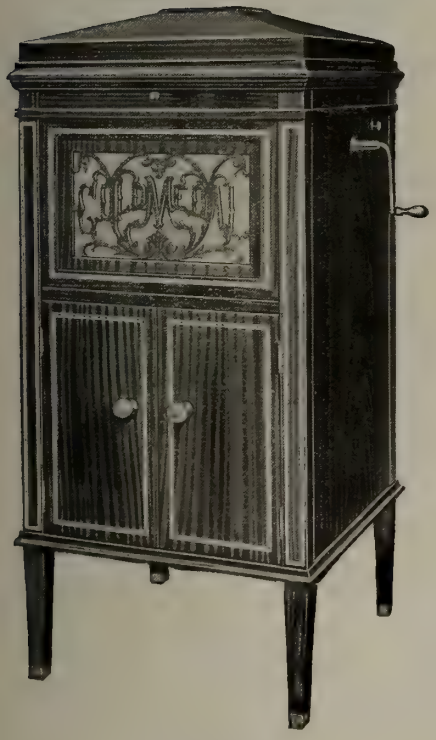
Head Office and Factory: Van Horne Street, TORONTO

Factories at UXBRIDGE, MONTREAL, WINNIPEG

Gold Medal Phonograph

THE INSTRUMENT OF DISTINCTION.

THE artistic beauty of these cabinets commends itself to people of good taste. Besides they have the added attraction of being mechanically perfect, combined with great tonal qualities.



Model A1
Sheraton Inlaid Case



Model D



Model C

THE GOLD MEDAL FURNITURE MFG. CO., LIMITED

Head Office and Factory: Van Horne Street, TORONTO

FACTORIES AT UXBRIDGE, MONTREAE, WINNIPEG

Our Canadian-Made Picture Frames

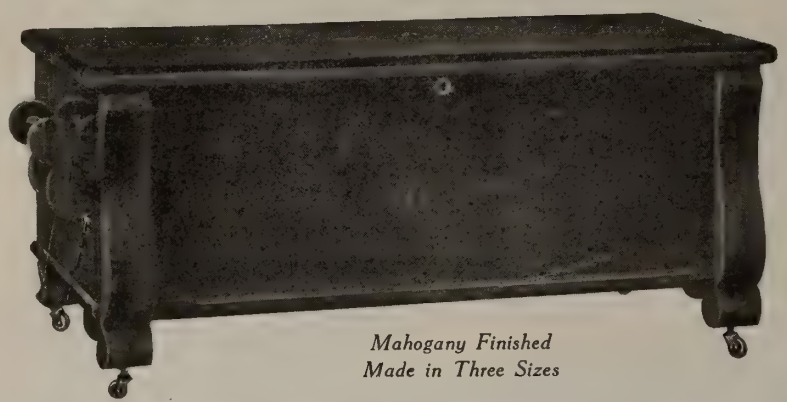
are the kind you want again if you have had them last time because they

Have that "TAKE ME HOME LOOK"

MATTHEWS BROS., LIMITED

THE BIG CANADIAN MOULDING HOUSE

1906 DUNDAS STREET WEST TORONTO, CANADA



Mahogany Finished
Made in Three Sizes

Try Out This

Big Profit Maker

This Shafer Cedar Chest is a live seller because it combines attractiveness, fashion and utility with moderate price—an appeal the modern woman can't resist.

Write For Catalogue

D. L. SHAFER & COMPANY

ST. THOMAS ONTARIO



Attractive New Line of Beds

IN GUM WOOD

Illustrated in our latest offering in a particularly attractive saleable line of Beds, finely constructed of the best GUM WOOD, finished in Mahogany, Walnut or Enamel. They are equipped with a Patent Reversible Steel Rail, making them very strong and perfectly sanitary.

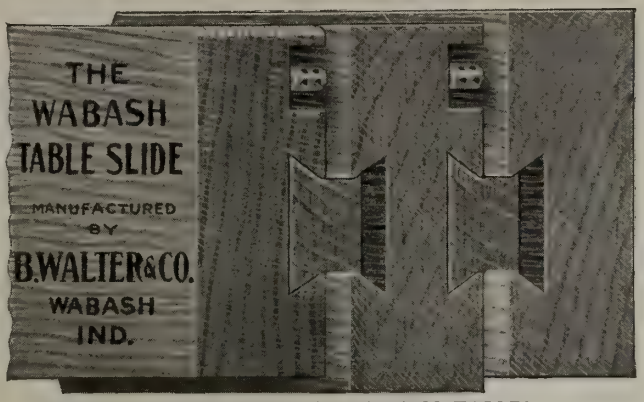
Write for prices and information regarding this new line.

The North American Bent Chair Co., Limited OWEN SOUND ONTARIO

THE
HEART
OF YOUR EXTENSION TABLE IS THE
SLIDE

YOUR TABLE IS CONDEMNED IF THE SLIDE DOES NOT WORK PROPERLY

WABASH SLIDES
INSURE
SATISFIED CUSTOMERS



WABASH SLIDES { HELP SELL TABLES. ELIMINATE SLIDE TROUBLES

WE ARE
SLIDE SPECIALISTS
Having manufactured SLIDES exclusively—for 30 years
Many Canadian Table-makers use
WABASH SLIDES—
Because
We furnish Better SLIDES at Lower Cost.

Made by
B. WALTER & COMPANY
Factory St. WABASH, IND.
Canadian Representative:
Mr. Frank A. Smith, Kitchener, Ont.



Write for our special gross lot offer—a real money-saving proposition.

IN CONSTANT DEMAND

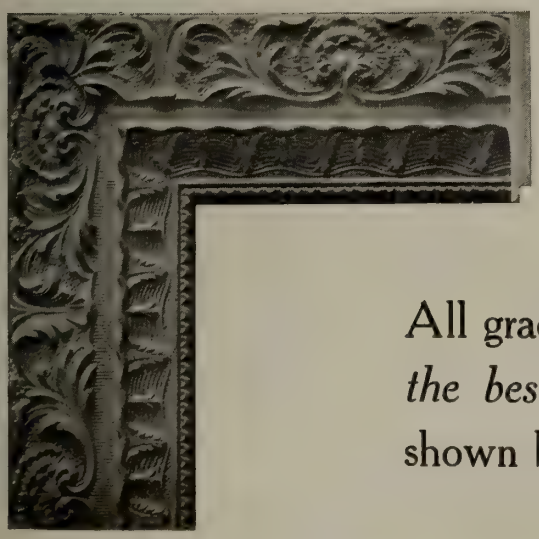
The Fall season always brings an increased demand for the "Elite" Folding Table. In winter, as in summer, hundreds of people who are or should be YOUR customers are looking for just such a convenient article as the

ELITE
FOLDING TABLE

for card parties, church socials, lodge meetings, or for study and dormitory use in colleges and universities.

A little selling effort will keep your stock always on the move, insuring you of steady business and worth-while profits. Every sale means a satisfied customer.

Hourd & Co., Limited *Sole Licensees and Manufacturers* Dept. W. LONDON

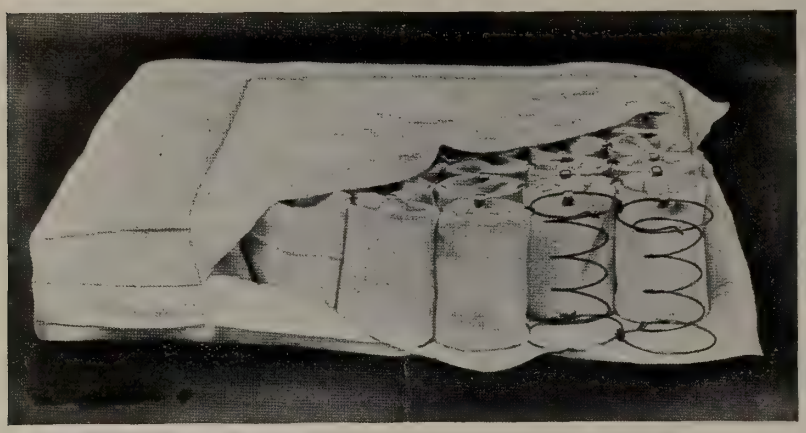


MOULDINGS

All grades as to price, but one quality, *the best.* Largest variety of patterns shown by any manufacturer in Canada.

MOULDINGS FRAMES FRAMED PICTURES
TRAYS MIRRORS

PHILLIPS MANUFACTURING CO., Limited
258-326 Carlaw Ave., Toronto, Ont.



Morlock "Luxury" Spring Filling

For Top Cushions of Chairs and Chesterfields

The Spring Filling with Exclusive Features

THE "LUXURY" SPRING FILLING for cushions consists of multiples of small springs made of highest grade carbon wire and specially tempered to produce long life and uniform tension.

¶ Springs are double cone type universally used in upholstery. They allow a clearance for all coils, producing freedom of action, also preventing rubbing and undue wear on cloth sleeves. Springs are knotted at both ends, which prevents the possibility of a loose end working out of place and into the upholstery.

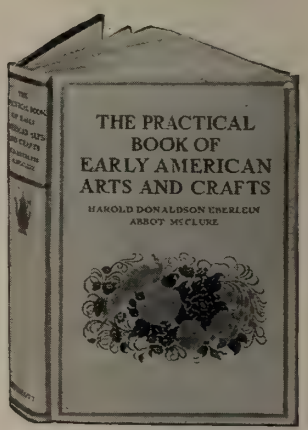
¶ An exclusive feature is our metallic clip, which securely fastens the springs together. This insures a permanent durability in the construction and also allows individual and free action of each spring.

¶ The final cloth bag or covering fits closely, and absolutely prevents any of the cotton filling from working in or around the springs.

Write us to-day for further particulars.

MORLOCK BROS., Limited - Hanover, Ont.

A KNOWLEDGE of the Products of Early American Arts and Crafts is absolutely essential to the up-to-date Furniture salesman and dealer. Heretofore it has been necessary to secure the information either through experience in handling the objects or in numerous books. All that it is necessary to know about the subject can now be found in



THE PRACTICAL BOOK OF

EARLY AMERICAN ARTS and CRAFTS

By Harold Donaldson Eberlein and Abbot McClure.

232 illustrations; handsome cloth; octavo; in a box. $6.10 postpaid

There are chapters on American glass, Mexican majolica, American ironwork, copper, brass, lead and tin, needlework, silverplate, goldsmithing, pewter, pottery, decorative painting in household gear, portraiture and allegorical painting, coverlets and carpets, illumination, handblock printing, carving and lace. Our forefathers were artists in many spheres. They made a vast variety of beautiful and interesting objects.

The antique makes so powerful an appeal now-a-days to all people of taste that a knowledge of the arts and crafts of our ancestors is essential to the dealer unless he is to fall behind his customers in appreciation and knowledge. Many of these objects, or reproductions of them, have become of established demand and others might well be added by the wide-awake dealer or decorator.

The long article on American Silver is the latest word on this subject and may be found of great profit.

Canadian Furniture World and The Undertaker

32 Colborne St., TORONTO, ONT.

"MISSION" PATTERN

Diningroom Suite



No. 297—DINING SUITE
Plain Oak, Fumed or Golden Gloss Finish

It's nice to have your customers satisfied with their purchases, but it's better to have them delighted.

Delighted is precisely the word when you sell them KNECHTEL furniture. It's built to last a lifetime and give superb service.

Diningroom suite No. 297, illustrated, made in plain oak, fumed finish, is a good seller. Look it up on page 111, Catalog 49.

THE KNECHTEL FURNITURE CO.

LIMITED

HANOVER ONTARIO



Macey

There is an ever-growing demand for Macey Sectional Bookcases.

This is due, first to the fact that there have been thousands of satisfied purchasers of Macey bookcases during the last 25 years; their libraries are still growing. Also to the fact that our advertising and the co-operation of our dealers is making new Macey friends every day in the year.

Dealers Profit by our Macey Advertising

IN LEADING PUBLICATIONS

You know this Company has devoted all the resources of a large and established concern to produce a bookcase which in workmanship, materials, finish and style cannot be surpassed.

The buyer of sectional bookcases is a steady customer. He buys with the intention of adding to his library as it grows. When he comes to your store to buy sections for his bookcase he is a prospect for other furniture.

IT PAYS TO PUSH MACEY BOOKCASES

WE HELP TO PAY YOUR ADVERTISING COST

In the first place, we supply FREE OF CHARGE for distribution to your customers a 32 page Booklet, illustrated, called the

"Macey Style Book"

Let us known how many you would like, and they will be sent at once, charges prepaid.

In the second place, we supply free of all charge handsome cuts, made especially for newspaper advertising. Nothing attracts attention so well as an attractive cut, and those we supply are really attractive.

Send for Advertising Sheet No. 3, from which to make your selection.

FACTORIES :
WOODSTOCK
KITCHENER
WATERLOO
SEAFORTH

CANADA FURNITURE MANUFACTURERS LIMITED

FACTORIES :
WINGHAM
WALKERTON
WIARTON

GENERAL OFFICES : WOODSTOCK, ONT.

WHOLESALE SHOWROOMS : TORONTO WINNIPEG

D. O. McKINNON
GENERAL MANAGER

W. B. HART
ADVERTISING MANAGER

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

WM. J. BRYANS
JAMES O'HAGAN
EDITORS

Published by The Commercial Press, Ltd., 32 Colborne Street, Toronto.

Subscription Rate $1.00 per year in Canada, Great Britain and British Colonies; $1.50 to the United States,

VOL. 8. TORONTO, OCTOBER, 1918. No. 10.

MAKE DRIVE ON BEDS AND BEDDING

The temperature is such as to make this the psychological moment for displaying beds and bedding that speak of warmth and comfort — Suggestions as to the best methods of pushing for sales in these lines at the present time.

THE present is the psychological moment for making a strong drive on beds and bedding. An attractive display of these lines at this time combined as it is with cool days and frosty nights, carries a suggestion of warmth and coziness that makes an almost irresistible appeal. Most dealers carry sufficient associated lines to make a really effective combined display.

Show in Model Bedroom

We reproduce herewith a window display in which beds, mattresses, pillows, etc., have been combined in a catchy arrangement. A model bedroom can be used to good advantage in featuring these lines. An idea used in a mattress exhibit at the Toronto Exhibition might be worked out for the store window. Have a model bedroom display in the window with the front shut off from public view and bearing a sign, "You spend about one-third of your life in bed. This display will show you how to spend that time in real rest and comfort." Have the side of the window open to public view.

Point out the Details

After the customer has been sufficiently interested to enter the store, use real salesmanship to make a sale. Know what you are talking about. Don't talk too much in general statements, but get right down to definite details of the goods you are selling which are likely to appeal to the prospective customer.

The bedding department of the average furniture store is now receiving more attention than ever before. Dealers are making a real study of their goods and the most effective ways of impressing their quantities on Customers.

The bedding department of the average furniture store is now receiving more attention than ever before. Dealers are making a real study of their goods and the most effective ways of impressing their qualities on customers.



Suggestive window arrangement of beds and bedding.

Help the customer to choose a bed suitable to her needs and the room it is to be placed in. One of the first things is to find out the like and dislikes of the customer and the limit of her expenditure. The customer may not be able to describe exactly the size and style of the room, but they can answer all the questions that the salesman asks. Find out the size of the room, the height of the ceiling, the nature of the finishing of the room, and the goods that the room contains. These are the things that should determine the style of goods you show. The customer will at once see that you are taking a keen interest in his welfare and will thereafter place a great deal of confidence in what you say. Point out that a high-ceiling room will look best with a high bed; that the large and more solidly designed room will require a massive bed, one with, say, square post or the heavy roll top designs.

When the design has been chosen the next consideration will be the finish and construction. Your customer will naturally ask you many questions as to the construction of the beds and their durability. Show how the parts are fastened together and the strength of the different castings upon which the greatest strain falls.

In the same way, some real facts that will convince prospects should be given in advertising and on show cards.

Use real salesmanship in your campaign. And begin your campaign strongly, right away.

Use some advertising in the campaign, too. The ad. of one dealer read: "If any woman in this city needs a particularly fine brass bed at a moderate price, she will do well to come into this store this week. Now on display—just recently unpacked—are some of the handsomest beds ever seen. And the variety is exceptional! There are designs for every style of bedrooom and beds for every member of the family—from baby up.

PRINTER'S INK AS A BUSINESS BUILDER

The value of advertising as a creator of trade and how to make it bring in the best results—Some practical suggestions on the subject by Joseph R. Skaletar, manager of the Crescent Home Furnishers, Winnipeg, Man.

YOU have often heard some dealers say that business is slow. True, maybe it has been slow, but I maintain it will continue so for the concern that "lays down." Business can be gotten in the dullest of dull times—in the backward season—but it takes more effort than at any other time.

When competitors are retrenching —cutting down their advertising it is the very best time for you to put forth extra effort. It is easier for you to win in a race where you are the only one running.

There is a tendency on the part of some dealers to make a boast of their opposition to advertising. The stock argument in such cases is that they put their money into the goods and not into the magazines, newspapers or posters. They pose as the sole survivors of the altruist in business, and darkly hint at the villainy behind the great enterprise whose single motive is to hoodwink the public. There are no altruists in business. If they are they don't stay there long. When they have money enough they get out of trade and found philanthropic institutions, and if they haven't enough money they go broke.



JOSEPH R. SKALETAR

Value of Illustrations in Ads.

Illustrations go far towards interesting the possible buyers and turning them into actual patrons. Many persons glance over the advertising pages to see the pictures and only read what attracts them in that way. Sometimes the pictures do not represent the articles, as was the case recently when a department store advertised a bookcase that looked about twice the actual size in the picture; but the person who wanted such an article bought it, nevertheless. Doubtless she would never have noticed the advertisement were it not for the illustration. It is the best practice also to let prices be known, even though in so doing one posts his competitor about goods and prices. He might easily learn the facts anyway, and he would undoubtedly lose sales if he did not let the public know what was charged for the articles which one is promoting.

Day of Misrepresentation Passed

The day has passed when misrepresentation is permissible in advertising. The nearer that one gets to facts the better will the announcements pull business. The advertising pages of newspapers and magazines have become a great educational force and the people have learned more about values and qualities than they formerly knew. They are not so readily deceived, nor do they forget when they are misled. The store which gets a reputation of overstating facts about goods offered might as well go out of business, for it is but a matter of time before the loss of trade will be so great as to compel either a decided change of policy or bankruptcy.

Plain, Direct Statements

A plain, direct statement of facts is best in advertising, since the mind of the reader is then not confused by a municipality of meaningless words, or superlative adjectives. It is wiser not to use too many words in describing the articles. Price, quality, and perhaps, the fact that the quantity is limited, make a good combination to draw trade.

The accompanying ads. are well laid out—right to the point—from the headline to my footnote—and they certainly "brought home the bacon." I attribute their success to one quality, i.e., they impressed and interested.

Nowadays advertising has become a science, and those who understand the writing of this class of literature are paid large sums for their services. There are many ways of saying the same thing, and it makes a great difference in results how advertising is worded.

Advertising writing, like window dressing, is a specialty, and if the business will afford it some bright clerk may be especially trained in this work.

Too many merchants are like the owner of a department store in a little Western city. He engaged a new manager and the new man started out to do a lot of advertising. The owner of the store said, "Son, don't waste our money. Everybody in these parts knows me, and I don't suppose there is a person in this whole community that doesn't buy something in this store in the course of a year." The new man got busy and in about a month approached the owner of the store and said: "Sir, I've had a couple of young men collecting figures that will interest you. Though you have been in business in this location for thirty-eight years, I have here the names and addresses of hundreds of people—many of them old-timers, too— who claim they never bought a dollar's worth of goods in this store. I have an extended list, as you can see, of persons who say they never even heard of this store. There are two clerks working downstairs who told me they didn't know the name of the man who owns the business. There are dozens of people moving into this community every year, and we've got to reach them. Advertising is the only way we can do it."

Essentials of Good Advertising

We all need more education in the art of effective and good ad. writing. The newspaper men should be able to give their customers good advice regarding their advertisements. It is a part of their business and a very important part, to be able to give advice to

those who come to inquire. It is not always easy to write an advertisement. Where it is possible one should have a regular advertising man to suggest and help in the construction of ad copy, and above all, see that it is at least set up to the best advantage. "Hurrah!" advertising is no more staple than shoddy merchandise and will tear down more than it will build up. What we need is good, staple advertisements that speak quality, service and individuality. These will bring the best people of the community to your doors.

Communicative Value of Advertising

Deliver what you advertise, and they will come back again and again. They will look for your advertisement regularly and read it. If they see anything they want, they will come and pay you a reasonable price, and in a short time, you will be able to have a steady trade from the best people of your community, and the confidence of every man, woman and child who knows you. Those who do not know you personally will know you by reputation and if they ever come to your town they will look you up first. Then you are getting results worth having. It gains momentum, doubles and redoubles until you have a business and a reputation that no power can break down if you will continue to deliver the goods in the future as you have in the past. To attempt to win leadership in business to-day without advertising is like drilling



Advertisement used to work off stock after recent fire in the premises of the Crescent Home Furnishers, of Winnipeg. It brought in big business.

against granite with a point of putty. Advertising helps to make the small business big, the big business bigger, and the biggest business safe.

The advertiser does not pay for ink and paper. These are merely the mechanical essentials. He pays for the effect upon people's minds and that is as intangible as air, but as permanent as a towering structure of steel and concrete. Indeed, it is as well nigh as imperishable as time itself, for monuments crumble and bridges fall, but thought goes on forever.

Buying Space is Not Advertising

Investment in the interest and memories of the people of the community is the thing wanted, and it is more valuable as a dividend producer than stocks or bonds; although, too frequently, advertising is done because someone else is doing it. Any man who has aything to do with writing or placing advertisements should study carefully the campaigns run by others, but no man should make the mistake of following anybody's leadership blindly. Ever keep in mind this thought—that it is not the space that one buys which brings returns, but it is the brains that is put into that space; the pulling power of arguments; the effect of the message upon the minds of the people that one intends to reach that produces in the mind practical, permanent results. We hear a great deal nowadays about tact in salesmanship. Don't overlook the fact that there is just such a vital thing as tact in the advertisement, which is but little more than a salesman in the printed word. The tactful advertisement or advertising campaign, is one which carefully conforms to the habits of thought, methods of living, and characteristics of the people who will read the advertising. How properly to approach prospective customers, not only in the store but through the pages of a daily or weekly periodical, by words and pictures, is one of the most important problems in advertising.

Honor the man who shows his goods with the light of advertising.

HOW ONE DEALER WINS TRADE

A western retailer who has made a success in business, gives the following advice as an example of how a live man succeeds. "Be your own chief gunner and your clerk's able assistant," he says, "by thorough training as you have been advised by others many times before, by coming in personal contact with all regular customers; meet them with the glad hand whenever and wherever place affords. There is nothing that reaches that spot in the inner man like a 'welcome handshake' when backed by your personality. 'I mean it,' a hand that speaks, that tells one you want him to be your friend and that he is welcome to your place of business whether he makes a purchase or not.

"Make more personal calls amongst your country customers. Take a few hours off once in a while and drive through the country among your friends, drive with them when opportunity affords, and I believe you will see your visits rewarded with an increase in your business from that quarter.

"Make friends of the children. Perhaps you think you have no time to spend with them, but take time, and when a child comes into your store, possibly sent there for some trifle, see that the boy or girl gets prompt and careful attention; use them so kindly that they will want to come back again. Make a child your friend and you have made a standing advertisement for you and your place. Do you stop to consider that by kindness to her children, you have reached some mother's heart; you have won a customer in her, and through her, the father? Try this experiment and see th eresults. It costs you nothing but a little attention."

GROWTH OF PERIOD FURNITURE TRADE

Some interesting information on the evolution of period styles of furniture in America—Written especially for The Canadian Furniture World by C. B. Chatfield, designer for the Northern Furniture Co. of Sheboygan, Wis.

I WAS producing so called "period furniture" in Grand Rapids over twenty years ago. In fact, any designer who has enjoyed an architectural training cannot help this tendency toward the best in cabinet work, and the best is "Period."

When I came to Grand Rapids as a young man, my old employer, or rather friend, Mr. H. H. Kendall, architect, of Washington, D.C., said to me, "When you have been out there a while you will probably get into the furniture industry as a designer." His prophesy came true, for in a couple of years I went to work under D. W. Kendall, (not related to the former) in the Phoenix Furniture Company. Mr. Kendall was a profound artist, self made, queer—but it made no difference what he laid his hands on, a lump of crayon, a paint brush, the bow of a violin, the results he obtained were ever the same—artistic. I might add in passing that it was under Mr. Kendall that I learned to "smell the market," that is to say, I acquired the knack of judging what would sell, and at the same time I learned how to build pieces in the simplest manner. Mr. Kendall was a master in th art of producing goods which would bring a price better than that based upon so much labor and so much material, and this knowledge which I acquired became invaluable to me and my clients when the "Period" wave swept over the States, and our product merged from Mission and Colonial into the more complex types now in vogue.

Good Furniture Based on Principles of Architecture

Twenty years ago there were only two designers in Grand Rapids beside the writer who had ever had any architectural training. As good furniture is based upon the principles of architecture, it goes without saying that the bulk of the product did not smack of true style. Some of the stuff produced however, was rather interesting, the producers having acquired a mastery of the laws of proportion, and the late John Brower was especially clever in building up an entire line around a single motif. In fact I consider Brower the most original man the business has ever known, his goods lacked only lasting quality, that is to say, one grew tired of it. He worked in "fashion" instead of "style."

A Big Furniture Plant

Period styles had only begun to move when the writer was commissioned, in January, 1910, to take on the line produced by the Northern Furniture Co., whose plant is at Sheboygan, Wis. While I did not know it at the time this company needed help, and needed it badly. The output had fallen from over a million, to about one-half that amount annually. The organization was the most complete of any I have ever known in the woodworking business, and the overhead correspondingly great, so it was obvious that the only way out of their dilemma was to increase the output so as to take care of the burden upon the basis upon which it was computed, which meant an output of $900,000.00 or better.

Now, a single interview with the management was sufficient to convince me that it was up to the designer, and subsequent labor revealed the fullest co-operation along this line. Our first two years did not materially point to the subsequent position which this concern was to occupy in the field, and to me at least were somewhat dissapointing, although we did increase the output materially.

It has always been the watchword of the Northern that they can get "a dollar more" than the other fellow. This, by reason of the large selling organization, which completely covered the United States, and to the further fact that these salesmen were exclusively employed by the Northern, and available all the while.

After the first year it became obvious, to me at least, that the "dollar more" theory was not conducive to a healthy state of affairs. To be sure the selling organization helped, but after all it was only a matter of effort and result, and it makes no difference whether it is price effort or selling effort—in either case it costs money. However, I believe our industry would be in a sounder condition to-day if we relied more upon selling effort than price.

When Colonial and Mission were Prominent

About the time I took on the Northern line all designers had become more or less stale. This was perhaps more especially true of those who worked in case goods. Mission and Colonial, Colonial and Mission, was the run, and I have seen sixty-five factories offering the same Colonial case at the Grand Rapids market, varied only in quality and price. The first words a dealer uttered when he came to market were, "What's your cheapest Colonial?" Sad indeed are some of these buyers who used to fatten by shopping around, skimming the cream from various lines.

Period Styles Come In

Mission had an even greater run than Colonial. The wealthy built their houses around it, and tenants expected at least two or three Mission rooms in any dwelling into which they moved their belongings. But as the wealth of a nation increases, so the popular taste, if you will, demads daintier morsels. Art journals, and women's magazines, began to show various "types" of good old cabinet work, and customers began to call for different articles which they had seen illustrated in the magazines. Dealers were astounded.

It was not long before the trade passed the "buck" to the manufacturers, and various period lines began to appear on the market.

Cabinet makers were noticeable by their absence. Even the superintendent referred to them as carpenters, and I guess he had it right.

Period Goods at Popular Prices

So when it became obvious that period stuff was in demand, we offered it at popular prices. I never believed that a medium priced article should be less pleasing in line and proportion than its high-priced relative.

Along with period stuff came problems galore. Were we to build our product as masterfully as some of the so-called high-grade factories, the selling price would have to be at least as much, in fact more. We had to keep down the cost.

As to Raw Material

Early training had taught me to rely as fully as possible upon local supply for raw material. Veneers of course could be had, but I endeavored to work out a plan to utilize solid lumber. In this we were successful, by producing a comprehensive line of enameled goods, and it has always been built of solid birch and maple even to the highest priced suites in the line. Dryers to prepare the wood after it is kilned are of course responsible for the uniform results obtained, but if a check appears in a top, it is at once replaced by the factory without charge.

This solid lumber game has enabled us to greatly increase the output. Were it not for the trial through which we are now passing I believe the gross at the big Sheboygan plant would exceed two million dollars annually. As it is, the output of Old Ivory alone was around a million in 1917.

The success of the Northern Furniture Company is based primarily upon one thing— they thought their own think, and backed it up with all the resources at their command. They backed their own game. No matter what Grand Rapids, or Jamestown, or Rockford might do, the Northern did that thing which they were best equipped to do—and they made it win.

Discounting Changes in Styles

Another thing which has made the Northern Furniture Company successful is the policy of discounting possible changes in style. They like to have something up their sleeve. From time to time a suite is introduced to feel the market. Moreover, every so often occasion is taken to test the selling qualities of a particular suite, by putting out a parallel suite to see if active demand exists for a suite of that particular style and range.

I brought out a suite in July, 1916, which totaled a sale of a quarter of a million dollars in the succeeding twelve months. In July, 1917, we paralleled it with a similar suite, which of course divided the sales somewhat, but the two suites have totaled around three hundred thousand dollars to date. One unaccustomed to this volume will hardly comprehend such a sale, but the books show. We are now offering a third suite at the market with a little more ornamentation on it, (compo) which bids fair to break records, and I might say in passing that all three suites take the same case.

It is the policy of the Northern to give a design a fair show, as it frequently happens that a suit does not begin to move until the second season. Why this is so, and how suites are made to move and continue in favor I will explain in a subsequent article. It frequently happens also that certain things do not move rapidly, but maintain a fairly steady sale. These total such a sum that they are allowed to remain in the line much longer than would ordinarily be the case.

The Italian Renaissance

You may have noticed that Italian Renaissance has been showing up in certain lines. I have maintained that the Renaissance is succeptible of very simple handling. In fact it may be Americanized just as we have Americanized, or rather commercialized the stuff known as Sheraton, Adams, and Hepplewhite. A capable designer should be able to make a piece look Renaissance, and still keep the formation and mass practically Mission.

The Italian art is responsible for most all of the so-called Period styles. In its cruder form it influenced the work of the cabinet makers of Flanders, who later found employment in England; and in its more refined phases it was the basis of French design, which in turn inspired the work of the brothers Adam, and their contemporaries, who dictated style to the cabinet makers of the latter part of the eighteenth century.

SUGGESTS AN EXCHANGE OF WINDOWS

It is the unfamiliar of the familiar which attracts attention. For example, if you were to paint the front of your store in another color it would be noted by more people than the color of paint used on the front of a new building. People pass your windows often during the year. They are accustomed to displays of furniture in them. Suppose they were to see a display of dry goods in them tomorrow? Do you not believe it would be good advertising? It would be unfamiliar goods in a familiar display.

Go to your neighbor dry goods merchant and suggest a change of window space. You show his goods —he to show your goods. If he is progressive he will appreciate the publicity worth of such an idea.

If your neighbor's store is on another street, so much the better. Your display in his windows may bring customers around to your store.—Southern Furniture Journal.

FEATURE XMAS GOODS EARLY

The furniture dealer will find it profitable to give attention to Xmas suggestions early. Where a considerable amount of money is involved, a good deal of thought is generally given to the purchase. The sowing of the seed of suggestion early is accordingly, desirable.

Retailers should plan now to play up furniture as Xmas gifts strongly this year. It is to be a year of seasonable gift-giving.

When you, the proprietor, smoke all day long in the store, can you blame the clerks for lighting cigarettes at every chance?

HOLDING THE REINS ON DETAILS

By Charles R. Stevenson

Successful operation of any business—manufacturing, wholesale, retail—requires exact information about every detail of the business. The information must be obtained cheaply and simply, but it must be complete enough and detailed enough to give the executives who are responsible for the operation of the business exact knowledge of its every detail.

Suggestions for Going After Fall Trade

A BIG clearing sale was recently conducted by Campbell & Campbell of Brandon, Man. It was timed for Fair Week so that a bid could be made for out-of-town trade, visitors to the exhibition being able to make a personal selection of goods. To catch the attention of these prospects, they used a big line in their ads. reading, "All goods carefully packed for out-of-town purchasers, and put free on board."

A NOVEL HALLOWE'EN DISPLAY

Hallowe'en offers to the furniture dealer an opportunity for something special in the way of a window trim that will attract attention. One store had a novel Hallowe'en display that attracted much favorable attention. The picture presented was a living room on the October night when the witches and spooks are expected, and the hostess is awaiting a company of young people to spend the evening, playing the games and performing the tricks that bring them so much pleasure at this particular time of the year. The thought of the decorator was to give the public a view of the living room, with the use of Jacobean furniture for the home touch.

The old-fashioned fireplace, with the logs ready for the match, and the pumpkins and foliage, all told of Hallowe'en. On the walls were the witches and the old woman who sweeps the sky with her broom. She was traveling fast to the party, where she was to be the honored guest at the week end. The black cats looked at the passerby ,and their attitude seemed to be antagonistic, for when one stopped to look over the window the animals almost spit the fire out. In the foreground was the tub of apples, ready for the ducking game, and on the other side the table of peanuts for the quieter guests. Few passed up and down the Main street of Paterson who did not stop at the Van Dyk store to look the window over, and talk of the display.

There were several signs made pumpkin shape and scattered throughout the decorations containing messages for the public. One had this motto in black letters, the scheme of the decorations being black and yellow: "What better for Hallowe'en, and, in fact, any time, than really worth-while furniture—furniture of character—Van Dyk's." And the display in the window was characteristic of Hallowe'en, and of a firm that is reliable.

A THANKSGIVING SALE

Thanksgiving comes this year on October 14, affording the dealer a chance to work up something special. The week previous might be used for the purpose. A Thanksgiving Sale may coincide with a Harvest Sale, or follow it. The functions have so many similar features that if both are held it will be necessary to make special preparations for distinctive phases of the Thanksgiving Sale that follows the Harvest Sale. It may possibly be given a more dignified treatement than the buoyant, open-handed, big-hearted spirit of the latter. Thanksgiving is a function. It means a more or less formal dinner, which is anticipated by housewives for quite a long time. This function gives dining room suites the centre of the stage, and they will "own" the windows. The advertising should thoroughly explain how the period dining room suite of medium price has forged ahead during the past two years, how full period suites have been specialized on until they have been brought down in price to a point where it is not necessary for families to have a mixed collection of furniture in their dining rooms, but that a full suite is now possible, chairs and all, where the price formerly was prohibitive. The interior of the store will contain many period suites, shown together in the most effective way, if not in regular example rooms, then separated by aid of screens or partitions, from other furniture, so that full consideration may be given to one suite at a time.

The more care you give to the buying end of your business, the less trouble you will have with the selling end.



An attractive fall announcement ad. of H. M. Purviance & Son, of Huntington, Ind. The design is worthy of particular notice. This firm are strong on advertising and window display. Many readers will remember two "contrast" kitchen equipment windows from this store, which sold $1,200 worth of kitchen cabinets, which we reproduced in The Canadian Furniture World a year ago.

SCARCITY OF GOODS IN CARPET TRADE

The chief drawback to the carpet industry at the present is the scarcity of supplies—Materials are all in demand for military purposes while there is also a shortage of labor—What Canadian trade is doing to meet the situation.

THE outstanding feature of the Canadian carpet trade at the present time, is the positive scarcity of goods. A shortage of supplies has been quite marked for some time and the situation certainly is not improving. This condition of affairs is due to a combination of circumstances.

Limited Material—Shortage of Labor

In the first place, wools, cotton, linen, etc., are so much in demand for military purposes that the allotment available for carpets is extremely limited. Every pound of wool at the present time can be imported only under Government supervision through the Wool Commission, which distributes the shipments. Cotton and linen yarns, which come largely from the United States, are subject to the permission of that Government to export.

The second material factor is the scarcity of labor. This is common to all industries, and its effect is to render idle machinery which should otherwise be turning out goods. In the United States all factories are running at reduced output, some of them as low as 25 per cent. of normal.

Big Advances in Materials and Labor

Questioned as to the advance in labor and raw material since the war commenced, C. V. Harding, secretary of the Toronto Carpet Manufacturing Co. Ltd., pointed out that it was difficult to give figures, as it varies in classes. The facts in this particular are pretty well known, he says, and there are few commodities that show less than 100 per cent. advance since the war started, and many commodities are not obtainable at any price.

"As far as the Canadian trade is concerned," he states, "we have endeavored to adjust ourselves to the change of conditions by developing high-grade and formerly exclusive effects in the more popular lines of staple carpets. The high prices of these fabrics have forced some of the better grades off the market, but the patterns and color effects formerly confined to these lines are now being adapted to grades of carpets that are still within the reach of the average purse. We are also offering a line of goods produced in obedience to the conservation cry, in which we are able to substitute vegetable fibre for wool and yet offer most pleasing effects and durable quality."

SHORTAGE OF KAPOK FOR MATTRESSES

Kapok is now so much needed for life-belts that it is not available for mattresses—How the situation stands in Canada—Agava fibre being used as a substitute in Canada—Process now used makes it resemble horse hair.

THE mattress trade in Canada, and to a much larger extent in Great Britain and the United States, has been directly affected by the imperative need to use Kapok for the manufacture of life-belts.

Kapok mattresses have been quite an extensive selling line in Canada, but as the United States Government has placed an embargo on Kapok, it is impossible to import it from there, the route whereby supplies have previously come to Canada.

The Canadian Feather & Mattress Co. Ltd., who have been using this material in their mattresses, state that they are endeavoring to get a license to import it from Java via Vancouver, and hope to be able to get further shipments in a few months. At the present time their stock is almost exhausted and they are substituting Agava hair.

Agava Hair Being Used

It is interesting to note that experiments with this material for making mattresses were not highly successful at first. The agava was much heavier than was kapok, and it had not the same resiliency. The matter was considered as closed. Through an accident it was discovered, however, that the fibre had possibilities, if given proper treatment. A handful of agava was placed on a very hot steam radiator one day and was left there for some time. When the manufacturer returned he detected a peculiar odor much different from that ordinarily given off by agava, and he found that the handful of material had expanded to eight or ten times its original size and possessed remarkable resiliency.

How it is Treated

This opened the way for further experimenting, and it led to the installation of a kiln for superheating the substance. It was found that it would stand a temperature of 600 degrees Fahrenheit. The process finally decided upon involved the heating of the container to 400 degrees for a period of one hour. This method of heating is much different to the preparation of kapok, which is fed into a renovator by means of air currents, kept in circulation by beaters driven by an electric motor, and passed through live steam for a period of about ten minutes.

QUICK CHANGING OF WINDOW DISPLAYS

Desirable that a study of quick changing of displays be made so that windows may be changed more frequently and also that they do not remain idle too long while the trimmer is at his work—Some practical suggestions.

THERE is a two-fold reason for working for the quick changing of window displays. In the first place, while a window is being changed, its sales producing value is practically nil. Secondly, when the man responsible for window display is crowded with work, it is desirable that he be able to change displays as quickly as possible so that windows may be changed more frequently. Some suggestions along this line will therefore, likely, prove of interest to both merchants and window trimmers.

Have Everything for Display in Readiness

The best way to save time in the show window is to have everything in readiness before the display is started. That is what every practical display man does. Before one display is removed, the new one is all ready to be put in. The display man is supposed to know exactly what merchandise he will use in a display and the fixtures that will be required. These can all be grouped together close to the door of the window and there will be no delay, once the display is started.

In many stores, no time whatever is lost while displays are being changed, for the reason that the shades are never lowered. The display men work in full view of the public and there is always some merchandise to be seen in the windows. After all, there is no very good reason why the shade should be drawn while an ordinary display is being placed.

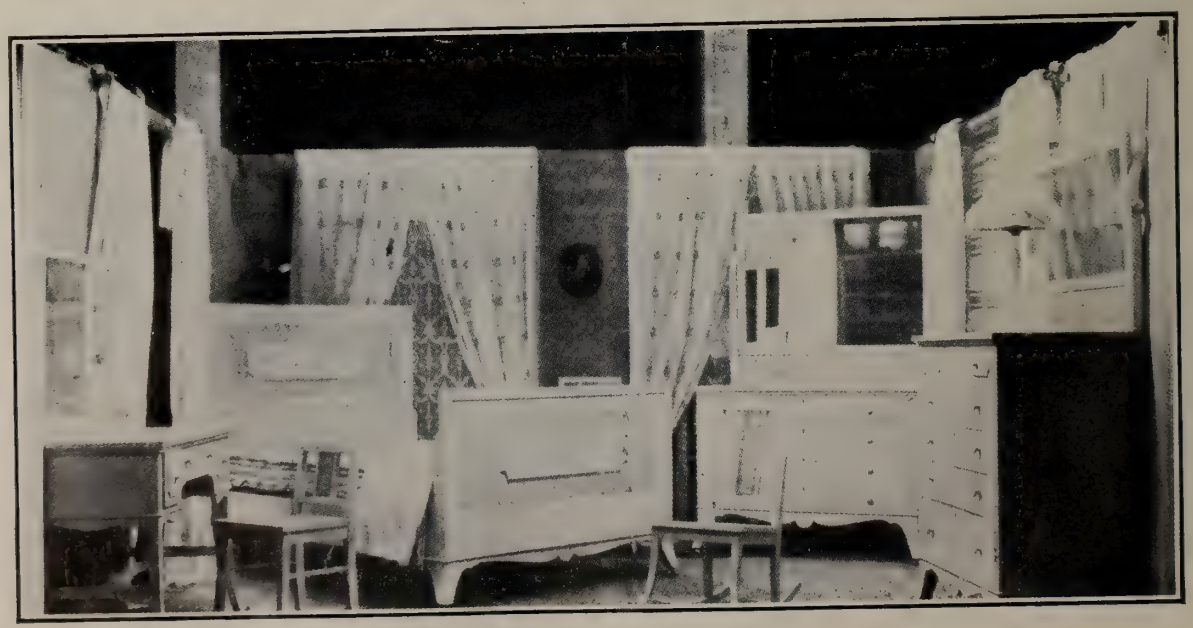
Value of a Helper

In some stores, much time is lost in changing windows for the reason that the display man has no helper and has to take care of a lot of little odds and ends of work that a boy could handle just as well. Where such a condition exists, the merchant is making a serious mistake, as he is not developing the full efficiency of his display man. Another occasional reason for delay is that the display man hasn't the right kind of fixtures, or hasn't enough fixtures to show the merchandise without all sorts of scheming.

The background is generally most important in arranging window display. The use of wall board for backgrounds is a very good idea and the covering of them with decorative wall papers allows of an easy change of backgrounds. Wall paper manufacturers have been prolific of late in bringing out scenic and decorative designs especially good for background uses.

In some of the large furniture stores solid backgrounds of a substantial nature are arranged. This, of course, in every case would not be feasible, but it illustrates the vast importance of a suitable background as considered by experts in the line of window decoration. Wherever possible the background should exclude a view of the interior of the store, so as not to detract the attention of the passerby from anything that is on display; in other words, it is desirable to concentrate the attention of customers on the display.

Observation shows that the average dealer does not appreciate the value of window display the way he should. One good producer of direct sales is an attractive and well-arranged window. The importance of displaying merchandise is recognized by every progressive mercantile establishment in any city. You will find that many have secured prominent street corners at much higher rents with this in view. The interior arrangements of show cases and display counters are planned with a view of attracting the eye of the customer who comes into the store to buy.



A well-arranged window showing of white enamel bedroom furniture.

Canadian Furniture World

TORONTO OCTOBER 1918 CANADA

A WAR-TIME REQUEST

To Our Subscribers:

About your subscription receipt:—Instead of sending you a receipt for your renewal subscription, we ask you to watch the expiry date on your next copy. By it you will see your remittance has been received—it will be advanced accordingly.

Thanking you, we are

Gratefully yours,

THE COMMERCIAL PRESS, LIMITED,

32 Colborne Street, Toronto.

Now for Fall Trade

It is time now that the retail furniture dealer had his fall trade campaign well under way. At this season of the year people begin to give more attention to the home and its furnishings and the dealer who is to the fore with the proper suggestions is bound to reap appreciable results.

The present is an excellent time to do a little educational work in regard to better homes and furnishings. By combining the proper kind of suggestions up with it, much direct benefit may be attained.

There are certain lines which come into greater prominence just now by reason of the season, and should be played up strong. Beds and bedding is one such line which should be featured as well as stoves, kitchen cabinets and other kitchen essentials.

Conditions are good for a favorable fall trade and the retailer should go gunning for business with all the methods at his command. There is appreciable business waiting for the dealer who goes after it in the proper way.

* * *

Talk Quality in Sales Making

The quality of an article is remembered long after the price is forgotten. This is probably more true of furniture than most any other line. The public are coming more and more to a real appreciate of quality in the furnishings they purchase. The man or woman who goes to the furniture store is more easily interested in the quality and form of the articles they would buy than they are in the mere consideration of price. Talk quality. That is the feature which goes closer to the average customer's desire. There has been a decided change in the attitude of the customer in recent years. They have become much more particular about the kinds of furnishings they would have for their home. They have learned the lesson that a good article is worth quite a bit more proportionately than the cost of an inferior one.

Quality talk has become the convincing talk. A low price on a cheaply made article has lost its former fascination. The dealer who makes quality the keynote in his efforts to sell creates the best impression. Quality furniture has now become much in the majority and with it a greater opportunity than ever for the dealer to make pleased and satisfied customers. And the satisfied customer is the greatest asset to the store reputation and aid for a steady business expansion.

* * *

Back Goods By Servcie

The dealer's work is not finished when he makes the sale. It has to be followed up by service to the customers in regard to that article so as to give complete satisfaction to the buyer.

Many storekeepers imagine that as long as they give full merchandise value in exchange for the customer's money they are fulfilling their duty. But this is not sufficient. They must give the customer service.

Some stores sell merchandise only. When in the market for that line of goods again the customer is just as likely to patronize some other store.

But where a full measure of the service is included with your purchase you invariably trace your steps back to that store—yes, and recommend it to your friends, too.

Service pays. It makes friends.

* * *

Higher Prices For Furniture

Still higher prices on furniture seem inevitable, owing to the increasing prices on raw materials entering into their manufacture. One man who has made a study of the situation stated recently to The Canadian Furniture World that the average increase in lumber prices during the past year has been from 25 to 30 per cent. He expressed the opinion that the advance during the next twelve months would be even greater. Metals, glass, varnish, paint, glue and other items entering into the manufacture of furniture are also upward bound. Furniture manufacturers cannot be expected to take care of this increased cost of production because they are at present operating on a decidedly thin profit margin. Their only way is to pass it on to those who buy their product.

* * *

Keep Cancellations Down to Minimum

Many wholesalers and manufacturers complain that retailers are too much given to the cancellation of orders. It is a practice into which dealers are liable to drift, unthinkingly. If they would only give a little thought to the matter, they would make greater effort to reduce the number of cancellations.

It has been charged that some dealers give an order merely to get rid of the salesman and even at the time have their mind made up to later cancel it. We believe that there are few retailers who have so little backbone as to engage in such tactics. Rather, are

we of the opinion that dealers do not give sufficient consideration to their requirements or selling possibilities before giving orders.

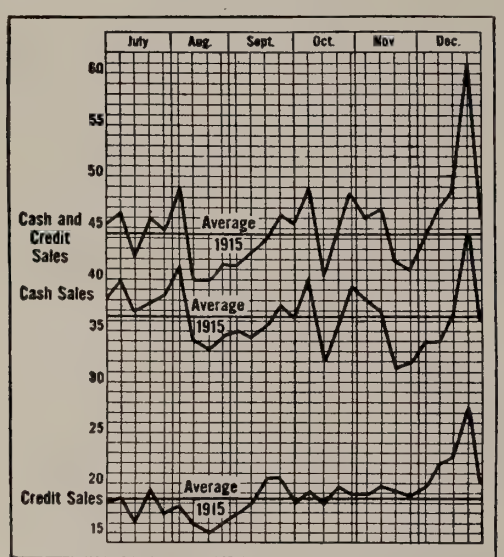
It should be borne in mind that cancelling an order is bad for the salesman, the manufacturer or wholesaler and the retailer. A retailer who continually cancels orders soon gets that reputation and salesmen hesitate to offer such a retailer anything special for fear of having it left on his hands after he has given

* * *

The Use of Business Charts

Some of the larger business establishments make valuable use of charts to show the progress of various features of their business in a striking manner, but the average dealer has not come to a realization of charts for this purpose. There is no reason, however, why a man in a small business should not find it profitable to watch the details by methods similar to those used by many large concerns.

This is the belief of D. S. Johnson of Ottawa. In a recent issue of System, six forms of charts for keeping track of details which he used in his own business, were shown. We reproduce one of them here, to illustrate the idea to readers. It shows total sales, cash sales, and credit sales, week by week. By noting



the average of each of these for the previous year, a comparison with the present year, may be made at a glance.

The other charts are as follows:

2—A daily chart for each month, with 30 or 31 horizontal blocks, one for each day, to show the ups-and-downs in cash and credit sales, while a line shows the daily average for the corresponding month of the previous year.

3—Shows credit sales and amount received from customers on account. Any very great gap between the two lines is a signal to get after outstanding accounts.

4—Shows the relative movement of sales, purchases and expenses. Ruled twelve spaces wide, one space for each month.

5—Analysis of expense figures. One line shows the total; another the salary list, including proprietor's; still another only the dealer's own salary.

6—Shows monthly the variations between gross profit, expense, and net profit.

In regard to this method of keeping tab on business, he says, "It may be thought that I spend a lot of time keeping these charts up to date. It does take a few minutes a day, but I find it the most profitable way I can spend that time. All my charts are kept in a loose leaf book, so that I have at my finger's ends the very things I need to know."

* * *

Gaining the Confidence of Employees

One of the greatest essentials for a clerk in order that he may attain best results, is confidence in the man he works for. Unless he feels confidence in his employer, and believes that he will treat him fairly, an employee will not give the best that is in him. Somehow, an employee who doesn't believe in his employer is almost certain to be more or less indifferent toward a customer.

"The best way to gain the confidence of employees," says a large employer, "is to place confidence in them. I believe in allowing those who are under me to work out their problems in their own way."

This man gives an instance. The head of a department came to him and asked what he would do about an urgent matter involving considerable expense. He simply smiled at him and inquired:

"What am I paying you for?"

The employee understood, and settled the affair himself. Naturally, he was stronger in power of initiative for having done so. It makes an employee a better man to place responsibility upon him. The big employers of help realize this and cash in on it. The smaller dealer should do the same.

* * *

End-of-Season Purchases

As the end of the season for any line of goods approaches, there will necessarily have to be re-orders of certain lines in order to care for the requirements of customers. Great care should be experienced in such purchases so that left-overs may be properly guarded against. See to this carefully if you would make a proper profit on the season's operations.

* * *

The Use of Wall Board

A good many retailers have not yet come to a full appreciation of the value of wall board in arranging displays in their store. It is particularly valuable for the making of window backgrounds as it is easily handled and may be worked over repeatedly into various shapes, and is therefore very economical.

For the arrangement of sample rooms it can also be used to good advantage by the furniture dealer.

* * *

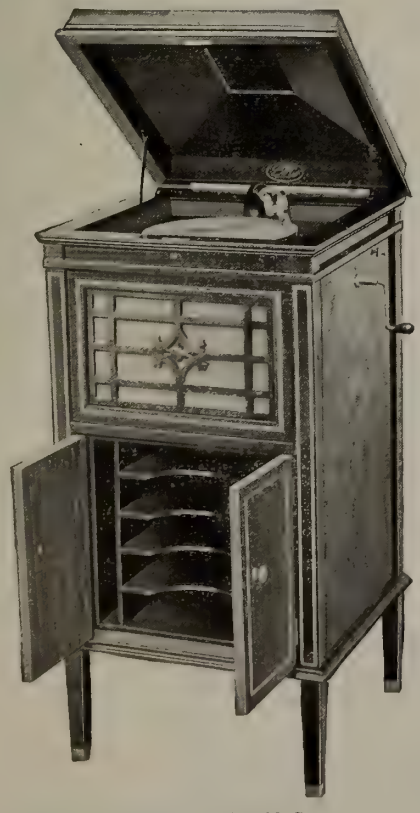
Good Windows All the Time

The owner of a chain of drug stores remarked to the writer recently that he would rather have a store manager who maintained fair average window displays all the time, than a manager who put in an exceptional window once in a while and neglected it badly at other times. Outstanding windows are desirable, but they should be maintained all the time. It is not the occasional sprint that wins the race, but the maintaining of an average pace all the way.



Top—No. 297—Diningroom suite in mission pattern, manufactured by Knechtel Furniture Co., Ltd., Hanover, Ont.

Bottom—Two models of the Gold Medal Phonograph, manufactured by the Gold Medal Furniture Mfg. Co., Limited.



Model A2—Sheraton Inlaid Co.



Model B., in mahogany or walnut.

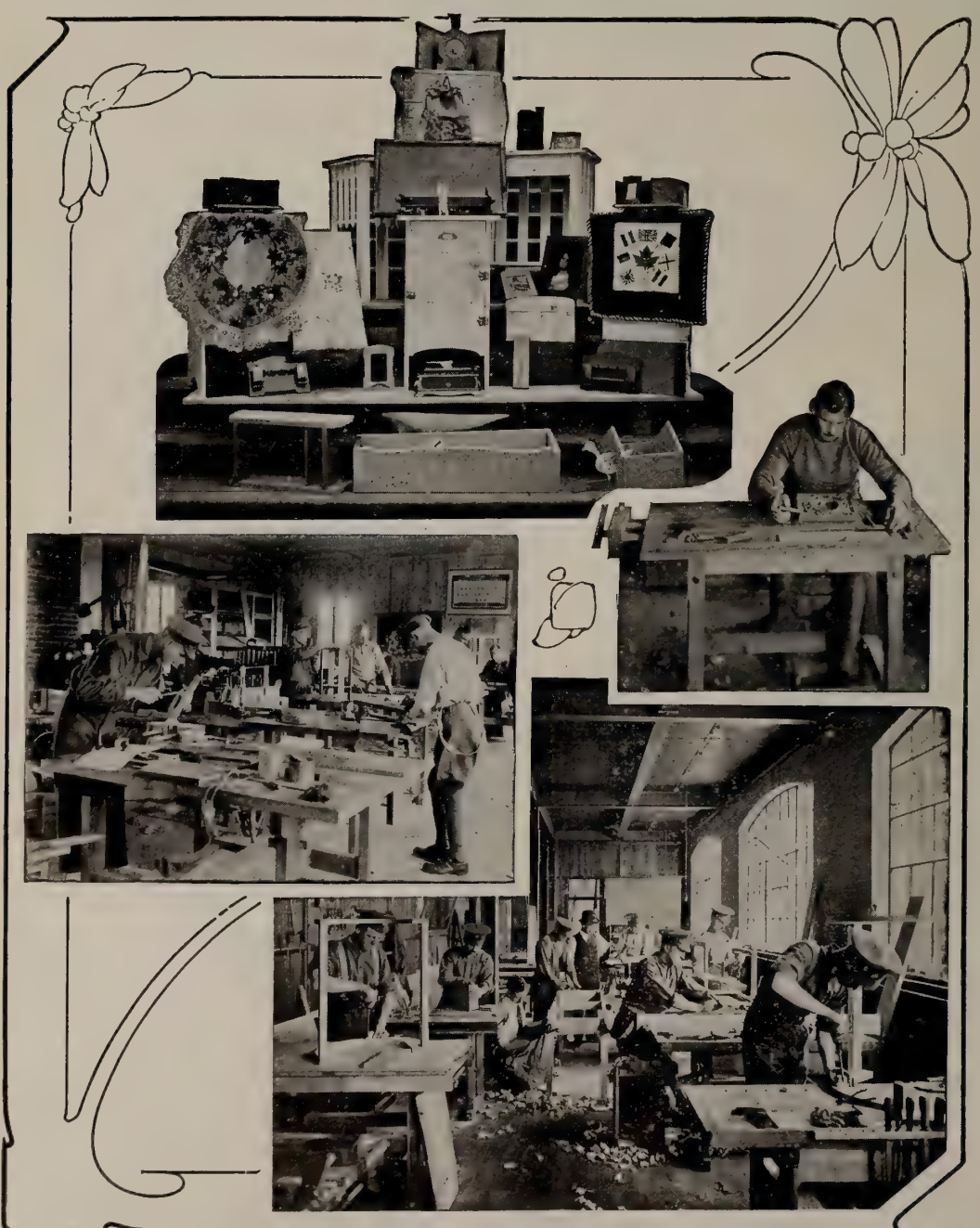
LABOR SITUATION *in* FURNITURE INDUSTRY

Is not improving but is growing steadily worse—Many men being weaned away by other industries—Vocational training of disabled soldiers may prove a channel for getting some of the needed men.—Some now being used.

THE labor situation in the furniture manufacturing industry is becoming increasingly serious. It has been far from good for the past four years and grows no better as time advances. The number of men who have gone from the industry to fight the Empire's cause in Europe, has been large, while the higher remuneration offered by other industries has coaxed away further large numbers. Furniture manufacturers have been operating on such a small profit that they have in many instances at least, been unable to meet the higher wages offered by other industries, especially those engaged in munition and other war work.

Vocational Training of Returned Soldiers May Help

It is possible that the situation may be helped to some extent by the securing of men through the vocational training in cabinet making and associated work being given by the Department of Soldiers' Civil Re-Establishment. Some factories are already using men secured through this channel, and it has been suggested that furniture manufacturers might well put forth some effort to induce returned men to take up this trade. Especially with men who have lived in furniture manufacturing centres previous to enlisting, the appeal should be productive of results.



Shops for preliminary training in carpentry and cabinet making, conducted by Vocational Branch of Soldiers' Civil Re-Establishment, as well as samples of work.

Preliminary Training in Military Hospital

Herewith we illustrate some views taken in shops provided for the preliminary training of the patients in military hospitals in this branch of work. Of course, these pictures do not represent an effort at real training of men in this art. Men who are being trained either as carpenters, cabinet makers or furniture factory workers are given only a short preliminary instruction in one of the Department's workshops and are then placed with industries in actual operation, to receive practical instruction. During their training they are supported by the Department.

Craftsman Quality

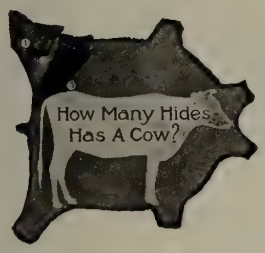
DU PONT FABRIKOID



For Cushions Window Seats and

UPHOLSTERING

FABRIKOID is made in exact imitation of almost every kind of fine leather. It is soft and pliant and suitable for the best furniture upholstering of every kind. It is water-proof, dust-proof, stain-proof and sanitary. It is made in shades to blend admirably with the furnishings of any particular room, and adds a tone of comfort and distinction to it.



Fabrikoid gives you a splendid opportunity to reach an enlarged circle of customers and keep them satisfied by selling furniture, etc., upholstered in Craftsman Quality Fabrikoid.

Fabrikoid upholstered furniture is a high-grade and satisfactory product to sell and to use.

DUPONT FABRIKOID COMPANY

Factory and Sales Office: NEW TORONTO, Ont.

CANADIAN FURNITURE MANUFACTURERS MAY BE PLACED ON WAR SCHEDULE

The Canadian War Board have under consideration the war schedule as set forth by the United States War Industries Board for the furniture industry. While Canadian furniture manufacturers have not been approached as yet, some steps along the same line as adopted in the U. S., would not come as a surprise.

Curtailment in U. S.

Viewed from a Canadian viewpoint, the schedule of practice adopted in the manufacture of furniture in the Nnited States would seem quite drastic, including a reduction in the number of patterns and the limiting of woods, discontinuing of the use of metals except where absolutely necessary, elimination of all unnecessary burlap and the conservation of freight space.

The schedule for household chair manufacturers is as follows and gives an idea of the general action in regard to all lines:

Schedule for Household Chair Manufacturers in U. S.

1. The number of patterns manufactured to be reduced at least 50 per cent. on active patterns as of July 1, 1917.

It is understood that this does not mean that a reduction to less than 30 patterns per $100,000.00 of output must be made by any manufacturer.

Any difference in size, style or wood is to be construed as constituting a pattern.

2. No new patterns to be made by any manufacturer for the duration of the war, except in cases where the provisions of this schedule necessitate the substitution of new patterns for those at present in use.

3. All metal wheel casters to be eliminated.

4. All springs to be eliminated from slip-seat diners. All springs in other types of chairs and rockers to be eliminted as far as possible.

5. Wood dowels to be substituted for metal screws wherever possible.

6. The colors of leather to be limited to black and one shade of brown or tan.

7. The colors of imitation leather to be limited to black and one shade of brown or tan.

8. The manufacture of arm dining room chairs to be discontinued.

9. The manufacture of dressing table chairs to be discontinued.

10. Woods to be used are divided into six classes:

Class 1. Oak, ash, chestnut, elm.
Class 2. Beech, birch, maple, rock elm.
Class 3. Mahogany.
Class 4. Walnut.
Class 5. Gum.
Class 6. White maple.

Each manufacturer to use not more than four of the above classes.

11. All short post chairs, both in the white and finished, to be made and shipped K. D.

12. All long or continuous post chairs when shipped in the white to be made and shipped K. D.

13. When packed in crates all chairs to be nested in pairs and as many pairs packed together in same crate as practical.

14. All dimensions of crates to be as small as safe packing will permit.

15. This schedule to take effect January 1, 1919 in so far as it applies to production of patterns not conforming to this program. It is understood that this permits the completion of work in process at this date.

CONSERVATION DIVISION,
WAR INDUSTRIES BOARD.

KNOBS *of* NEWS

J. J. Marsh, furniture dealer and undertaker, of Smith's Falls, Ont., has announced the enlarging of his premises.

Wightman's Furniture Ltd., of Fort William, Ont., are now located in their new quarters.

Pte. Chas. H. Speyer, 205 Queen St. E., Toronto, has been killed in action. Before enlisting he was with his father in the furniture business. A half-brother is overseas with the C. M. R.

J. H. Mailloux has been appointed manager and director of the St. Lawrence Furniture Company of Fraserville, Que. He has been in the employ of the company for twenty years.

Mr. McBride, late of the E. J. Coles Company, Woodstock, Ont., has taken the position of manager for the carpet and furniture departments of the Cressman Co. Ltd., of Peterborough.

Lieut. Merle Green, younger brother of Mr. Kirk Green, manager of the Green Furnishing Co. of Hamilton, whose death in action we reported last month, was 26 years of age and after enlisting in the infantry in the first year of the war, joined the Royal Air Force.

CAPT. J. B. HOODLESS IS WOUNDED

Capt. J. B. Hoodless, of Hamilton, Ont., who just recently returned to the front, has been reported wounded. Capt. Hoodless who was home on furlough, disposed of the old-established Hoodless business in order that he might return to his battery in France. A sketch of the Hoodless business which was established in Hamilton 68 years ago, appeared in the last issue of the Canadian Furniture World.

THE KIDDER KIDDED

W. A. Finnegan, the manufacturer's agent, found out at the Toronto Exhibition this year, that "kidding" is a two-edge sword that can cut two ways. Between demonstrating the supremacy of De Luxe davenports by going calmly to sleep on them before the admiring eyes of the gathered throngs, "Bill" made a practice of taking an occasional jaunt down the Midway, where his chief amusement consisted in kidding a friend of his who held forth oratorically at one of the stands there. The friend stood it for a long time, but at last decided on revenge. Selecting an occasion when there were a lot of people about, he fixed his eye on "Bill" and demanded to know where he had been all morning. "You get in here right away and get this place cleaned up,' he ordered, "or you'll lose your job."

By ths time the crowd had finished its inspection of the "chore man," Bill had decided that he wouldn't jolly his friend any more.

COMBINATION KITCHEN CABINET AND REFRIGERATOR

One of the new furniture lines shown at the Toronto Exhibition was a combination kitchen cabinet and refrigerator. It was exhibited by the Eureka Refrigerator Company, of Toronto.

ELMIRA FURNITURE CO. ISSUE NEW CATALOGUE

Catalogue No. 3, just issued by the Elmira Furniture Co. Ltd., of Elmira, Ont., is an attractive piece of work and illustrates to advantage many new designs in chairs, rockers, tables, etc., for the dining room, living room, parlor, hall and library.

The new catalogue is gotten out in loose-leaf style, so that in the future, when getting out new lines, the company will mail extra sheets illustrating them to dealers. These can be easily inserted in their loose-leaf catalogue, giving the dealer an up-to-date catalogue at all times.

The company aim to keep their stock as complete as possible at all times, thereby giving dealers real service in the way of prompt shipment of orders.

CANADIAN FURNITURE MANUFACTURERS TO ADOPT UNIFORM COST SYSTEM

At a meeting of the Canadian Furniture Manufacturers' Association at Toronto, on September 20, it was decided to take steps to inaugurate as soon as possible a simple, practical, uniform method of figuring costs as the members of the Association realize that a lack of knowledge of what each individual article is costing them, is detrimental to the furniture industry at large.

Reliable figures compiled from the records of fifty of the largest furniture manufacturers in Ontario have shown that the average profits of these manufacturers for the past four years have only amounted to 1¼ per cent, on investment. This equals 1¾ per cent. on total sales, from which it is quite evident that on the average there have been no dividends for the shareholders.

It is recognized that a standardized cost system for manufacturing would enable statistical tabulated information to be compiled from which vital comparisons could be readily made, enabling a statistician to arrive at the average in each detailed cost of construction. Unless a uniform basic principle is adopted it is almost impossible to arrive at an accurate comparison in detail.

It is felt by those who have given study to the matter that a standardization of costings would be far-reaching in its effect towards reducing cost of production and making factories more efficient. The evil of even a few failing to adopt a proper cost system is that those manufacturers who do know their costs feel compelled to make prices which they know are not remunerative. The evil is wide spread and needs to be promptly dealt with if the manufacturers are ever going to make headway.

C. B. CHATFIELD

Designer of Furniture

GRAND RAPIDS - Michigan, U.S.A.

MAGAZINE SECTION

CARRYING CAPACITY



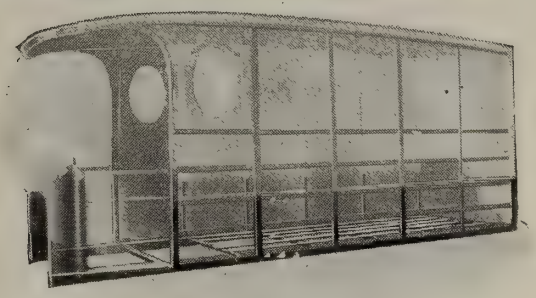
"The Babcock Carries the Largest Load"

Babcock Commercial Bodies

Four Reasons for

BABCOCK SUPREMACY

1. *Strength*
2. *Lightness*
3. *Durability*
4. *Beauty*



IF YOU HAVE A MOTOR DELIVERY BE SURE YOU HAVE A BABCOCK BODY ON IT

PATENTED CONSTRUCTION

The cut shows an "X-Ray" picture of the patented steel construction that is the foundation of all Babcock Bodies. This "steel skeleton" shows how the angles and bars form a rigid, unbendable and unbreakable groundwork on which the other "interchangeable" styles are founded. By easy and quick transfer of standardized parts, any one of four styles of delivery bodies can be made upon one original basic body. The complete bodies are the most perfect ever made and the prices are most reasonable and attractive.

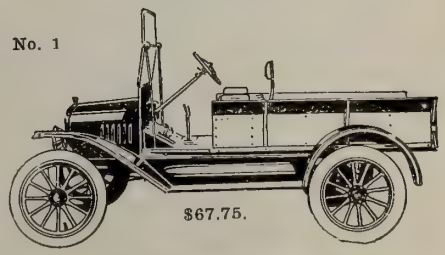
Send for 1918-1919 Style Folder and Prices and Terms

We make all styles of Bodies for every commercial purpose and for every line of business. Our New Folder gives good illustrations of the leading styles, and we shall be glad to supply you with prices and terms on the regular lines or to quote prices on special bodies made to order.

If there's no agent in your town, we will supply you direct —Write Us

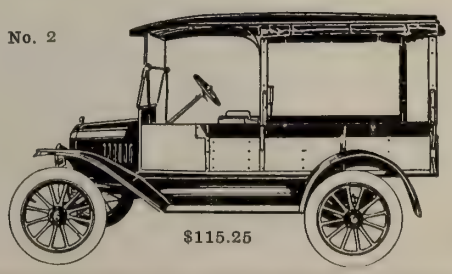
If there is no agent in your town, write for direct quotations. If you know of a well established firm to act as agent, please call his attention to this opportunity.

No. 1



$67.75.

No. 2



$115.25

CARRIAGE FACTORIES, Limited

Head Offices: Excelsior Life Building, TORONTO
Sales Offices: Montreal, Toronto, Winnipeg

This advertisement will appear in all Commercial Press papers.

Talking Machines in the Furniture Store

FALL TALKING MACHINE TRADE

WITH the coming of cooler weather another avenue of opportunity opens up for the dealer in talking machines. During the summer months people have spent much of their time out-of-doors. As the temperature moves downward, however, they are more inclined to remain within their own homes. It is at this time that a talking machine is most appreciated and the dealer will find it a good time to feature machines for this purpose. Work window and ad. together towards this end.

Those who already have machines will also be interested in new records at this time.

ENTIRE PLAY NOW ON RECORDS

The members of the "Why Marry?" company, playing in New York City, recently, completed the recording of the entire play on talking machine records. One set of the records is to be preserved in the offices of Selwyn & Co., managers of the piece, and the other sets are to be used later when the play is produced in England, Australia, South Africa and other countries. It is believed that the records will greatly facilitate the training of the various foreign companies, and will save considerable expense in sending over special directors, particularly in view of the upset condition of overseas transportation. It is believed to be the first time that a complete play has thus been recorded, although various actors have recorded their particular parts before.

USING THE TELEPHONE

A successful dealer in musical instruments and in records reports that he has often brought in considerable business simply by the use of the telephone. He says that he often takes a quiet half hour or hour in the store and calls up the names in the directory just as they come, making a card of the information he obtains, which he files with his "prospects." His first question is, "Have you a phonograph?" after a little preliminary greeting, and even if the person at the other end does not seem very cordial, he or she will usually answer that question at least. That is, of course, important information that is wanted. If there happens to be no phonograph in the house, the salesman talks up his machines, and often starts a prospect which eventually becomes a sale. He even sells directly through the first conversation occasionally, for the novelty of the solicitation appeals. If the person called does have a machine, he then talks records, asking if they have heard the latest, so-and-so, and suggests that it would be a pleasant recreation to come down to the store and hear it. He reaches people in this way that would never be reached by any other form of solicitation, and he has found it to pay.

BIG U. S. EXPORT TRADE IN TALKING MACHINES

Some idea of the steady development of the United States export trade in phonographs and graphophones may be had from the fact that the entire export sales for the calendar year 1917 were practically three times the sales for 1915 and almost double the sales for 1916. The total for the year 1917, including records and accessories, was in round figures approximately $4,000,000. For the original machines themselves the total was about $2,225,000, against less than $1,000,000 in 1915. Indeed, the export trade of the U. S. in phonographs has reached the point where it compares well with the export trade in what was formerly classed as musical instruments proper. For the same year the total trade in musical instruments, including organs, pianos, player pianos, music rolls, etc., was a little less than $5,000,000.



Attractive fall window display of talking machines.

It brings the World's Music to your home—

The "Knapp" Phonograph

And such music! Clear—sweet—resonant—for the "Knapp" reproduces all the different makes of records and by means of a newly-constructed horn chamber reproduces them softer and with finer tone quality than any other phonograph.

The smooth round horn chamber is an enclosure feature of these phonographs. This chamber is lined with well-seasoned spruce, the century old violin-material to the use of which is due the wonderful natural tone of the "Knapp."

Every "Knapp" Phonograph is equipped with a tone modifier which enables you to make music soft or loud, just as your fancy dictates.

And remember—**the "Knapp" plays all records.** With a "Knapp" Phonograph in your home your record library is not limited to any one particular make. The Universal Tone Arm in conjunction with the horn chamber already mentioned, puts them all at your disposal—correctly reproducing the most delicate sound wave on every make of disc record.

Hear the "Knapp" then decide which machine will produce the largest sales. We have some choice territory available at the present time. Write us for illustrated catalogue and full particulars about our many different models.

The Maestrolian Co., Limited

412 New Ryrie Bldg.

(Corner Shuter and Yonge Streets)

TORONTO

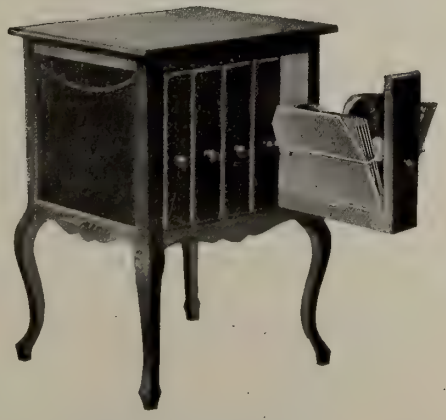


MODEL "R"

THE LATEST RECORD CABINET

Every Record at Your Finger Tips

Each cabinet is equipped with alphabetical index book for listing the records, and with numbered guide cards for placing between the records, so that the desired record can be secured from among a hundred or more without disturbing or handling any others.



Patented July 10th, 1917

Made in a variety of styles, in birch, quartered oak, and mahogany. Five-drawer cabinets such as illustrated have capacity for 100 records either 10 or 12 inch. Ten-drawer cabinets have capacity for 200 records

Every owner of a gramophone should have one of these cabinets.

Write us for cuts and prices.

THE ORILLIA FURNITURE CO., LIMITED

ORILLIA, ONTARIO

KNOWLEDGE *in Selling* TALKING MACHINES

Ability of salesman to explain builders features of machine to customers means more sales, says writer in the Talking Machine World. — some of the advantages of being a practical talking machine salesman.— Value of knowledge.

HOW much knowledge should a salesman possess in order to make a more than ordinary success in the sale of talking machines? Now, selling talking machines might be a simple matter. Presumably it is, and then after the sale is made there might arise the unlooked-for difficulties that are not anticipated when the sale is being made. Your larger knowledge of the instrument itself and your more detailed grasp of the inner workings of the machine can be made a help to you in increasing your sales.

Salesman Should Know Mechanism

It is so simple to discuss talking machines. They are so widely known and so generally used that it seems everybody knows what they are, and there does not appear to be any very great reason why the salesman should give much of his time to the more intricate parts of the device. So some of them think. But now let us go into this matter a little and then see if there is not some value to be placed on the larger knowledge that can be had with that careful inspection and study of the art or the mechanism of the wonders that are made possible with this device.

What do we know about the sound box and about the unseen factors that enter into the wonders of this device? Can we explain to the customer just a little of the secrets that make possible this tone transmission? Can the salesman give a fair explanation of why the sound is carried from the arm of the machine, from the diaphragm into the reproducer and then to the sound box? Is it necessary to be able to explain this to the prospect? Not always of necessity, but certain it is that this knowledge will prove to be a material aid to the salesman.

Impresses Customers Favorably

Suppose that the customer asks questions, as some of them do. When the salesman is at a loss to explain some of the more simple details can he impress the customer favorably? She might want a comparison of the various talking machines. She would like to see wherein they differ. If he cannot give a satisfactory explanation then there is danger that there will be a lessened number of sales to his credit. The salesman should be posted. He should be able to make some statements that are of value to the customer and of help to him in increasing the number of his sales.

This is all in the day's work, and it can be made to become of a wonderful help to the man who is going to make it a part of his future betterment. It might not be a very serious matter to him. It might be looked upon as one of the more detailed matters that can be passed by and that will not become so important that it must be given study. There are certainly some points of distinction about every machine. There are features that lend a different tone to the phonograph. There are little details that are worked out by the inventors and the manufacturers that give each machine an individuality that can be made a strong talking point, provided the salesman is aware of these things.

Value of Knowledge

This is one reason for the education of the salesman along practical lines. There are others, of course, and of these let us say a word with regard to the importance of this knowledge. We might say a little mechanical ability or training, too, can be put to excellent advantage when the occasion does arise. Now, the out-of-town salesman, or that man who travels about making sales of these machines, oftentimes has need for a larger detailed knowledge of the inner workings of the phonograph. Suppose he arrives at a place where there is a slight defect or a little something that has gone amiss with the phonograph. It might be remedied where this training has been inculcated. It can and will save the cost of a shipment of the machine back to the store, or the services of a man who must travel to make the adjustment. It is by no means uncommon that such an occurrence would be met with, and the help that the salesman could render would be of great benefit. One trip of the machine back to the store or the saving of one repair man's time to the dealer will pay for this knowledge.

Be Able to Offer Logical Reasons

The salesman is not merely a man who can, like a phonograph, give voice to the words that are repeated there by the records. He must be a man who can induce sales and can offer logical reasons for the purchase of a talking machine with intelligence and with a care and training that should place him above the commonplace salesman. He is not merely a tool that is working without a brain. He is a man who should give the matter of salesmanship study. He should give the details of the machine that he is offering particular consideration. If his machine differs from others, can he intelligently say why this is so? Can he argue with a correct knowledge that will convince the customers that he speaks with authority?

You men who are selling should study the industry and its larger possibilities with that added care that will bring to you a strong reason for success. Do not be content with merely a superficial knowledge that can never amount to anything but a poor measure of success. Make your hours of idleness count for the larger benefits that can be had with a larger grasp on the subject of talking machine technical knowledge. The industry is new, comparatively speaking, in this country. It has great possibilities and these greater possibilities are within the reach of the salesman who is looking beyond to that to-morrow and to the time when every hour will count and every argument that is sane will become to the wideawake man something that is really worth while to him and to his industry as well.



TRADE MARK

THIS TRADE MARK  is shown on the front door of many of the best Furniture Dealers' Stores throughout Canada with satisfaction, pride and profit.

THIS TRADE MARK  is the symbol of an intimate relationship, built on confidence and service, between the Pathe Freres Phonograph Company of Canada, Limited, makers of the world-renowned Pathephone and its great stock of records, and the hundreds of Dealers that handle them, the thousands of people that buy them.

THIS TRADE MARK  is an insurance to them and to their customers, a guarantee of satisfaction, a warrant for permanent and ever-increasing business.

THIS TRADE MARK  may be well-known to you, but, nevertheless, there are points and pointers you *don't* know. If you did—you would be a Pathe Dealer *to-day.*

Write us for our confidential booklet, *"A Word With You"*—

It tells the tale.

Pathe Freres Phonograph Co. of Canada, Limited

Factories and Head Office **4-6-8 CLIFFORD ST., TORONTO**

DISTRIBUTORS:

Ontario—Pathe Freres Phonograph Co. of Canada, Ltd., Toronto.
Quebec—
Pathe Freres Phonograph Co. of Canada, Ltd., Birks Bldg., Montreal.
Manitoba, Saskatchewan, Alberta and British Columbia—
R. J. Whitla & Co., Limited, Winnipeg, Man.
New Brunswick, Nova Scotia and Prince Edward Island—
H. L. Hewson & Son, Limited, Amherst, N.S.

AGENTS WANTED EVERYWHERE

The Talking Machine Trade

SINCE the talking machine cabinet has become an important factor in the veneer-consuming world special interest to the veneer industry attaches to any and all changing market conditions of the talking machine trade. The big field primarily, and perhaps permanently, is in the domestic trade, but the talking machine is steadily enlarging its scope, until the American product is making its way all around the world, and this export trade is a feature of peculiar importance in the present day of war activities and the tendency to curtail both by suggestion and order and by indirect methods, the production of what is termed non-essentials.

Illustrative of the bearing, here is a point, made by manufacturers of various materials for export, that whether they are considered essentials or not to the comfort or welfare of the people at home, it is essential for us to send goods abroad in exchange for necessary goods which must be imported, else we will have to export gold, which will deplete our reserve supply. This serves to attach considerable direct interest at the present time to the export trade in the talking machine and what it may mean as supplementing the domestic call in the way of keeping up and enlarging the demand for veneer and panels used in making talking machine cabinets.

In a series of consular reports, evidently made in response to a general inquiry upon this subject, one from French Indo-China say that talking machines are common in that district and a good share of those sold are of American make. This, too, notwithstanding that Americans pay a maximum duty on such articles, which increases the cost there from 40 to 50 per cent., as compared to the cost in the United States.

From Manchuria comes a report that while there are some American-made machines there and the possibilities of development of trade because of the quality of the American machine, the most popular machine is what is called the Nipponophone, made by the Nipponophone Co., of Japan. This, it is said, is a distinctly cheap machine and not to be compared with the good machines of American manufacture. Also, it is apparent that while American machines have made some progress, there will be keen competition met wherever they encounter a zone of Japanese trade influence. The Japanese promise to become the sharpest competitors of America in many lines of manufacture in all of the Orient that can be reached and served by them, which raises another question, that of the possibilities of selling veneer and panels or cabinets to Japan.

There is a trade starting in Switzerland, where American machines must compete with German offerings, and there is an enlarged call for American machines for France and England, but it is difficult to figure out what percentage of this is for American army needs and luxuries and what percentage may properly be classed as export to those countries in response to other calls than those generated by the American expeditionary forces.

One of the most interesting fields of talking machine trade development is in Cuba, Brazil, Argentina and the Latin-American countries generally. This trade has been developing nicely for some time and is now reaching the point where it includes an interesting demand for the more elaborately finished cabinets and higher-priced machines.—Eli Bates, in Veneers.

MUSIC A NECESSITY

Most people regard music as one of the luxuries of life. Actually it ought to be regarded as a necessity.

Some sort of musical instrument should be in every home. And it should be used, not left to accumulate dust.

Get music—good music—in the home, and life will run more smoothly and pleasantly for every member of the family. It will run more pleasantly because there will be less liability to strain and nervousness, greater ease of adjustment in the family relations, and greater individual health and efficiency.

Music, that is to say, has splendid tranquilizing and energy-developing effects.

In a Boston newspaper the other day there appeared an interesting announcement.

It was to the effect that during the annual examinations at Harvard University there would be a brief recital at Appleton Chapel every morning before the day's examinations began. Students were invited to these recitals.

The suggestion was made that by attending them they could more easily overcome any nervousness they might feel regarding the examination ordeal, and would be better able to do justice to themselves in answering the questions put to them.

There is plenty of precedent in medical experience for this curious use of music as an aid in gaining control of mind and nerves.

Many a nervous patient has been helped back to health by listening to music. In all first-class hospitals for mental disease, music is regularly used as a quieting, upbuilding agent. There are cases in which it has brought about remarkable cures.

A physician, traveling in Europe with a friend afflicted with melancholia and showing suicidal tendencies, found it impossible to improve his friend's condition until one evening they went to hear some Strauss music in Vienna. Then, to his surprise and satisfaction the physician noticed that his friend displayed a slight revival of interest in life.

"I was not slow," he relates, "in following the indication. We became assiduous devotees tothe divine art as represented by the waltz king. The faint dawn of intellectual life brightened.

"We gradually enlarged our scope, and included grand opera and other musical entertainments. From this time improvements were steady.

"The patient would sometimes relapse into apathy. But the fits of gloom became less frequent and of shorter duration, until the cure by music, happily begun in Vienna, was complete, and he returned home sane of mind and sound of body."

To those in perfect health, as to those nervously or mentally ill, music is equally helpful. Its greatest value comes from the pleasurable emotional state it creates.

No other art appeals so strongly to the emotions. The man who has learned to love music has within his reach an unfailing source of joy.

And the joy which music brings to him echoes through his whole organism, stimulating all the psysical processes within him.

MR. DEALER:

TAKE THIS OPPORTUNITY

to represent one of the best selling Musical Instruments on the market to-day.

Chopin Phonographs

LIMITED

have absorbed the business formerly known to the trade as The Chopin Piano & Talking Machine Company, and are now manufacturing the Chopin Phonograph complete in their own factory in Winnipeg. There are several

NEW AND EXCLUSIVE FEATURES

in the Chopin, amongst which is the

ABSOLUTELY GUARANTEED

one piece frame motor; running with perfect precision. We stand behind the dealer, and insist that buyers of a Chopin Phonograph must be

SATISFIED CUSTOMERS

CHOPIN PHONOGRAPHS are made in eight exclusively designed models, priced from $25 to $200, retail.

A CHOPIN AGENCY is a profitable investment for you. Write us at once for particulars. Thank you!

CHOPIN PHONOGRAPHS, LIMITED
WINNIPEG, MAN.

ORIGIN *and* DEVELOPMENT *of* PHONOGRAPH

As set forth in the new Catalogue issued by the Thomas Manufacturing Company to the Phonograph Trade.

THE story of the phonograph again directs attention to one of the peculiar characteristics of most of the great scientists—their disregard for the practical value of their great scientific discoveries; or their inability to recognize these practical applications.

The first important step toward recording and reproducing sound was the development of the theory of sound waves by various European scientists during the latter part of the 18th and first part of the 19th centuries.

These scientists proved that sound is the effect of vibrations or waves; that these waves follow certain fixed laws governing their size, length, speed of vibration, "frequency" or "pitch," and speed of transmission; that each different tone produced sound waves of a certain definite length, character and speed of vibration, peculiar to that one tone—these and many other interesting and important properties of sound and sound waves.

Early Developments

The next step was taken by Leon Scott in 1857 while experimenting along the lines mentioned above. He conceived the idea that sound waves might be made to write their autographs—to make a visible record of their vibrations.

First he made a little single-headed drum, open at one end and covered with parchment at the other. To the middle of this parchment drumhead he attached a bristle so that it stuck out straight and would vibrate as the drumhead vibrated.

Next he arranged a smooth cylinder in a frame, so that when he turned a crank the cylinder would both revolve around its shaft and also move slowly lengthwise along the shaft.

Then he coated the cylinder with lampblack, mounted the drum so that the point of the bristle would barely touch this lamp black film—and all was ready for the production of the sound-autographs; the "Phonautograph" was invented.

Slowly turning the crank he sang a note into the open end of the drum and lo! the tone recorded itself in queer ragged lines around the surface of the cylinder, scratched by the bristle point into the lampblack film.

Practical Vision Wanting

He found by experiment that each tone, and each different tone-source, produced it's own individual and characteristic record. A little practical development and the phonograph would have been invented twenty years earlier; but the practical vision was wanting.

Several years later, Charles Cros, a French scientist, wrote a monograph on Sound, and in reviewing these old experiments ventured the opinion that if the proper mechanical appliances were worked out it was a possibility that these "autographs" of sounds might be made to reproduce the original sounds.

But apparently it did not then occur to him or to any one else that the idea was of practical worth; and by reason of this lack of vision he missed enduring fame.

The actual invention of the first machine that really talked was the result of one of those sudden inspirations that often characterize American inventors.

Edison's Work

The "Electrical Wizard"—Thomas A. Edison, then known chiefly for his inventions of telegraphic apparatus and systems—was, in 1877, trying to perfect means whereby the feeble signals arriving at the end of a long telegraph line might cause themselves to be repeated in greater volume into the next section of line; he tried to do this by purely mechanical means.

His idea was to make the incoming signals record themselves by engraving a series of dots and dashes, pressed into smooth tin-foil by a needle-point actuated by the electrical pulsations—and then, by running the foil under another needle, cause mechanical vibrations in the mechanism which would reproduce in the telegraph circuit the electrical signals desired.

In experimenting it was found that if the tin foil record was drawn rapidly under the reproducing needle a characteristic tone was produced, and this was probably the real germ of the phonograph idea, for—as related by a man who then assisted Edison—after watching these experiments for some considerable time in thoughtful silence, Edison suddenly burst out with, "By George! I can make a talking machine."

In a few minutes he drew a rough sketch and thirty-six hours later the model was ready for trial. This model is now in the Patent Museum in London. It is curiously like Scott's Telautograph—but with a steel needle replacing the bristle and with tin foil coating the cylinder instead of lampblack.

First Reproduction of Words

Curiously the group watched and listened while the cylinder was rotated and the trial words spoken. The fine line was traced in the foil; the needle moved back to the start; again the crank was turned; the cylinder revolved—and to the vast astonishment of some of those present a voice, thin, squeaky and sounding afar-off—but beyond any doubt a voice—came out of the open drum, repeating the original words!

No sonorous, majestic message like "what hath God wrought!" with which Morse had announced the arrival of the telegraph in a skeptical world—but instead the silly little nursery rhyme:

"Mary had a little lamb;
It's fleece was white as snow—"

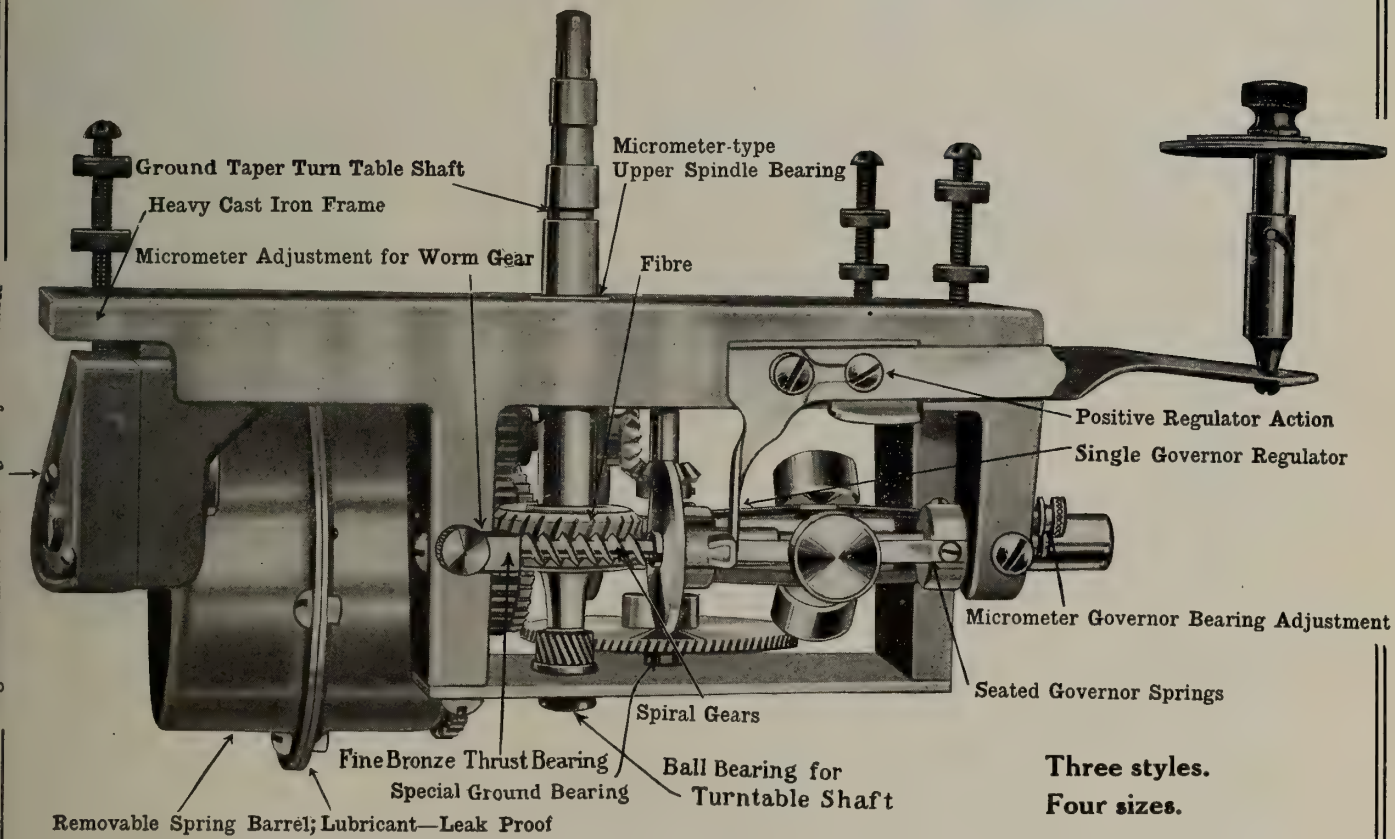
And this inconsequential phrase typified the development of the idea for several years; the talking machine was regarded as a scientific curiosity or a mechanical toy. Edison soon progressed from his work in the telegraph and telephone fields to his epoch-making researches into the possibilities of electric lighting—resulting in the inventions for which he is best known—and gave little attention to the phonograph for many years.

THE DAYTON MOTOR

Every manufacturer building talking machines knows that the success of his business depends wholly upon the satisfaction his products give to the dealer and the user. Therefore he realizes that only the best parts are good enough to put into his machine. That's the reason thousands of Dayton Motors are being sold. Their superiority makes them

"THE BEST MOTOR IN THE WORLD"

RUNS EVENLY **RUNS SILENTLY**



Three styles.
Four sizes.

Let us prove it's the best for you, too—in quality, price and service.

DAYTON TONE ARMS are universal, playing any disc record. Five styles—all good.

DAYTON REPRODUCERS are scientifically correct and thoroughly practical. Two styles.

Build satisfaction into your products by using the quality line—DAYTON MOTORS, DAYTON TONE ARMS, DAYTON REPRODUCERS. They will bring you more business and satisfy the most exacting customers.

THE THOMAS MFG. CO.

328 Bolt Street, Dayton, Ohio

Toronto Office: 911 Kent Bldg.

MHM DAYTON MOTOR

But others took up the problem when he dropped it. Notably Dr. Alexander Graham Bell, the inventor of the telephone, and Emil Berliner, also an inventor of important telephone equipment, brought out the disc record which seems destined to supplant the cylindrical type except in certain restricted fields. They also developed new and better methods of recording as well as reproducing, and compounded special mixtures for building records.

Gradually, as the years passed, the phonograph gained both utility and dignity and lost its old reputation as a mere curio or toy.

Industry Begins to Boom

The usual conflict of interests and consequent patent litigation which follows most of the great inventions retarded for years the development of the phonograph, by concentrating the proposition in the hands of a few concerns; with the final expiration of the basic patents and the discovery by the "independents" of new and better methods and mechanisms, the industry progressed at a tremendous pace.

But only within the last few years—one might with justice say within the last few months—has the phonograph's performance forced the public to realize that it is no longer a curio, a toy or a mere noise-maker; it is a real musical instrument, fit to preserve for the benefit of present and future generations the veritable tones of the world's greatest musicians and speakers.

How priceless now would be a record of Jenny Lind's song! Ole Bull's soul-searching violin again might thrill the multitudes; and perchance in hours of national turmoil the calm majesty of Lincoln's voice at Gettysburg might ease the strain and calm heated passions. All this if the phonograph was as old as the steamboat.

The Commercial Side

The commercial phases of the rise of the phonograph have closely resembled those of other specialties—such as the sewing machine, piano and automobile. Like these others, both worthy men and the unscrupulous have recognized the commercial possibilties and as a result types and trade names have multiplied until now they are too numerous to estimate accurately.

Much unworthy product has been foisted onto the public—"unpretty" methods used—but at all stages of the phonograph's progress there have also been lines of sterling worth, sold honestly by gentlemen; in this industry—as in all other lines—the buying public finally awakens to a knowledge and appreciation of real built-in worth and an honest and courteous service.

The phonograph industry is now thirty years old; the winnowing process is already under way; varnish and exaggerations will no longer disguise a multitude of commercial sins—and the maker of a worthy product, honestly sold, is coming into his own!

Let all who gain profit from association with this most lusty of the "infant industries" join in an honest effort to bring to it the dignity and repute which is its just portion!

CHOPIN PHONOGRAPHS LIMITED

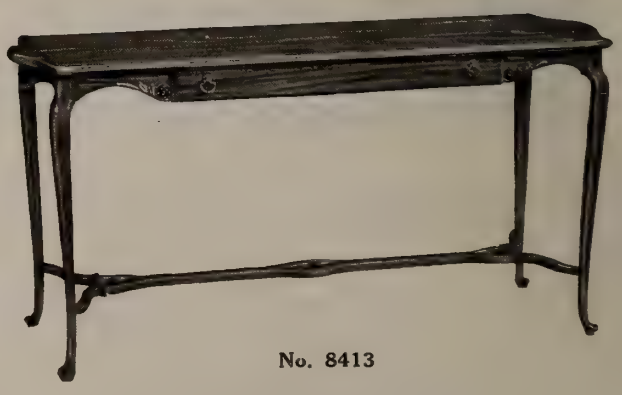
The business formerly conducted under the name of the Chopin Piano & Talking Machine Company of Winnipeg, Man., has been absolved by Chopin Phonographs Limited, and this company is now manufacturing the Chopin Phonograph complete in their own factory in Winnipeg. Chopin Phonographs are made in eight exclusively designed models, priced from $25 to $200, retail. The phonograph has several new and exclusive features, amongst which is the one-piece frame motor.



"Model N" Knapp Phonograph manufactured by the Maestrolian Co. Ltd., Ryrie Bldg., Toronto.



No. 8413



No. 8413

Davenport tables by the Geo. McLogan Furniture Co., Limited. Both are made in solid mahogany, and American black walnut.



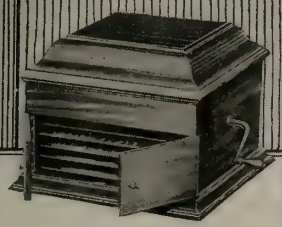
Phonola "A" $77.00
Mahogany or Oak



Phonola "Duchess" $88.00
Mahogany or Oak



Phonola "Duke" $108.00
Mahogany or Oak



Phonola 'B"
Mahogany $61. Oak $55.

"Phonola"
REGISTERED JULY 11-1907



Phonola "C" $35.00
Golden Oak or Birch
Mahogany



Phonola "G" $25.00
Golden Oak

Phonola Cabinets

THERE are two complete plants for the manufacture of the "Phonola" which is the pioneer of cabinet phonographs in Canada. In our Elmira plant, shown on this page, we manufacture the cabinets for the "Phonola," assuring the thorough workmanship and beautiful finish for which the "Phonola" is noted. The "Phonola Angelus" Sound Box, Tone-Arms, Motors and accessories are manufactured in the Kitchener plant. The **"Phonola" Phonograph and "Phonola" Records** give the dealer a complete proposition.

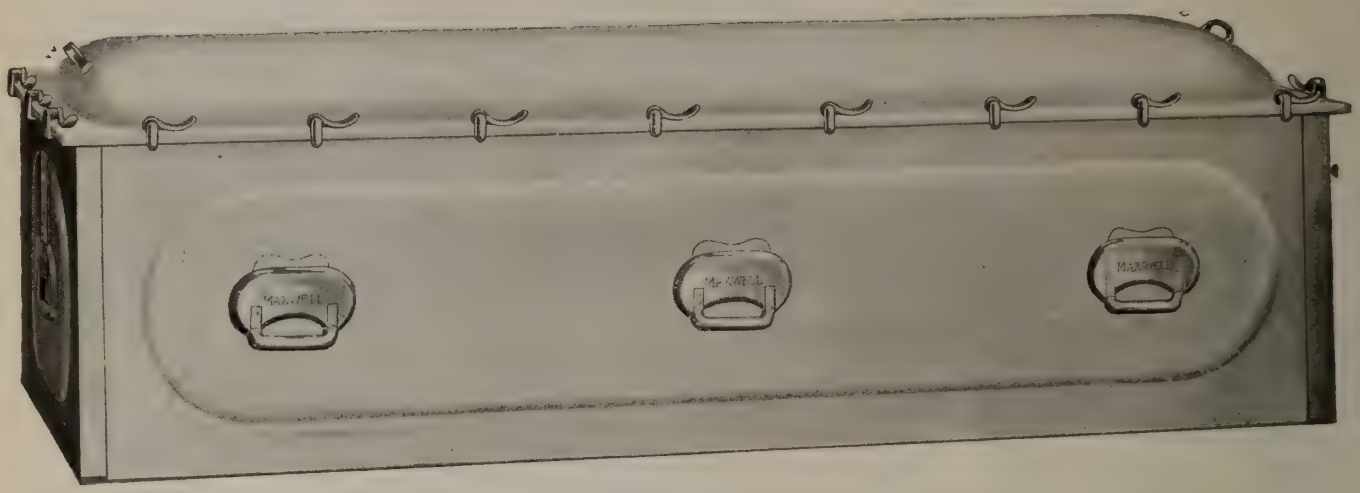
Write us to-day for dealer's proposition.



ELMIRA FACTORY

THE PHONOLA CO. of CANADA, LIMITED
Kitchener **Canada**

Maxwell Sanitary Steel Vaults



Our Customers are Assured of Superlative Quality and Prompt Delivery.

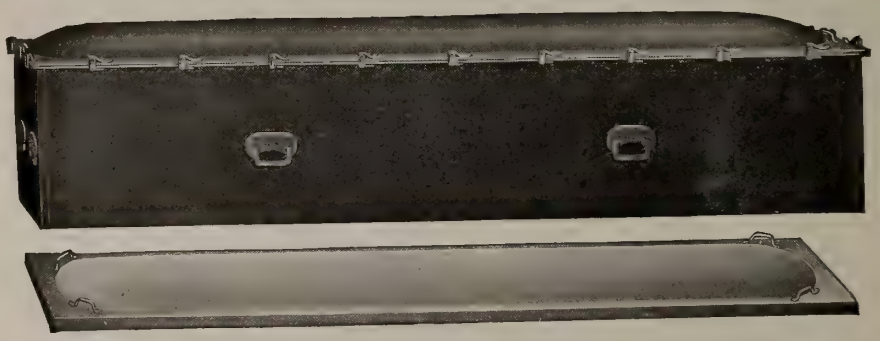
Maxwell Vaults are Abundantly Strong for All Burial Purposes, Yet Light and Easy to Handle.

Superiority Unquestioned Design and Construction Unequaled

Carried in Stock by All Leading Jobbers

Ask for Revised Price List

Maxwell Ambulance Transfer Case



For the Handling, Removal and Transportation of Bodies. An Indispensable Adjunct to the Modern and Progressive Undertaker.

Recent Changes in Design and Construction have Greatly Improved the Appearance and Practical Utility of this Case, and Reduced its Weight, Making it much more Convenient to Handle.

Removable Interior Tray Retains All Leakage and Discharge, and Greatly Facilitates the Handling of Bodies. Handles conveniently placed to enable two persons to remove without difficulty.

Inside Dimensions: 75 in. long, 20 in. wide, 15 in. deep.

Prices: With Tray $36.00; Without Tray $34.00; Tray Alone $6.00

Sold by the Leading Canadian Jobbers.

Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

Undertakers' Department

Problems affecting the Undertaking Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

AFTERMATH OF C. E. A. CONVENTION

Some of the outstanding features of the late anuual gathering of funeral directors—Impressions and comments on matters discussed. — Unprofessional practices denounced. — Showing the patriotic spirit. — Co-operation.

WITH the recent C. E. A. Convention still in mind, many members who attended no doubt have impressions of some outstanding features. It may be that some of them have suggestions for improvement that might well be worth the incoming Executive's while to consider. If there are any such the officers of the Association will be glad to receive them, and the editor of Canadian Furniture World will also be glad to send them on.

There were two particularly pertinent questions up for consideration, and the resolution denouncing unprofessional practices met with unanimous adoption. It has been for some time a debatable question as to whether undertakers generally regarded their calling as a business or a profession. Both sides of the question have brought forward good arguments. Salesmanships certainly enter into the matter of selection of casket, but the fishing for business among relatives of the deceased, and in some cases of the not quite deceased, is a little uncanny.

Prof. Renouard in one of his little talks mentioned the fact that in the United States funeral directors were fast getting away from embalming. In New York City, at least, embalming was now being done by professional and trade embalmers. He believed it was somewhat detrimental, because the embalmer called in to exercise his profession did his work at so much per and then went his way. If the case turned out successfully then the embalmer got his due credit, but if unsuccessfully then the undertaker or funeral director got a great deal of blame.

One remark heard on several occasions was concerning the new men entering the profession—clean, bright young fellows who, no doubt, will bring credit on their calling.

The tightening up of sanitary laws in the U. S. and Canada has much to do with the raising of the professional standard of funeral directors, and if any one thing is going to place undertaking as a profession, it is the wise and enlightened policy of co-operation between our funeral directors and the public health authorities of this continent.

The plea of Dr. Robinson for more harmony between

(Continued on page 51)

UNPROFESSIONAL PRACTICES DENOUNCED

That because of unprofessional practices in the way of soliciting business by calling at the homes of deceased relatives and making personal application for the privilege of taking care of the deceased, and so commercializing the business, thereby detracting from the dignity thereof; and in so doing upsetting the minds and plans of the relatives and friends in this regard, which same is in the nature of an imposture, which reflects on the profession at large;

It is, therefore, resolved that a vote of condemnation be placed on record by this Association and a copy of this resolution be sent to the Ontario Government Examining Board asking that body that some action be taken to make such practices illegal and subject to the cancellation on the offender's license.

Resolution passed at recent C. E. A. Convention, which it is hoped will do away with a custom said to be more or less prevalent in different parts of Ontario.

238 COLLEGE STREET,
TORONTO.

September 7th, 1918.

F. W. Matthews Esq.,
Sec. Embalming Association,
665 Spadina Ave., Toronto.

Dear Mr. Matthews :-

Thank you for your letterof September 6th, and for the cheque of fifty dollars ($50.00).

I am writing to express to you our very grateful appreciation of it, and through you to thank those at the Convention of the Canadian Embalmers Association which they so generously donated. for the Navy League Sailors Fund.

I will not say how much this money will mean in helping in some way in this great cause which has been before us this past week, as I feel sure that you and those who are giving it realize fully how much it all means.

Will you also accept our gratitude for the cheque of $10.00 which you gave to the Fund personally.

With our united thanks, believe me,

Yours sincerely,

Gertrude VanKoughnet

(Mrs. Arthur VanKoughnet.)
GVK/DM.

One of the commendable things the recent Convention did was the sending of a donation to the Navy League Sailors Fund. The secretary received the above acknowledgement.

The 1918-1919 Executive of C. E. A.



F. F. MORRIS,
Bowmanville.
Promoted to First Vice-President.



NORMAN L. BRANDON,
St. Mary's.
Who will as President, direct Association affairs this year.



T. H. McKILLOP,
Brampton.
A new face on the Committee. Elected Second Vice-President.



FRED. McARTHUR,
Cobourg.
Though retiring from the presidency, intends to be no back number.



A. R. COLTART,
Chatham.
Treasurer, who will continue to look after the funds.



FRED. W. MATTHEWS,
Toronto.
Secretary, who will keep on oiling the machinery.



Study is Essential to Service

While sometimes a kindly service must be the result of an impulse, the fact remains that continuously rendered good service from manufacturer to customer depends in large measure on the study that lies behind the effort to serve.

Consider the study behind the work of Dominion Manufacturers Limited.

First, a directorate of practical men quietly meeting together and discussing the general policy of the company; then the executives at head office studying the problems of buying, financing, accounting, etc.; the conferences of branch managers, when ideas are exchanged, the executives in charge of each branch; finally, and possibly most important of all, the group of salesmen calling on their customers, studying their preferences and reporting fully to the executives—study from first to last, to the end that this company may give the ultimate service to its customers.

Dominion Manufacturers Limited

Head Office: 109 Niagara Street, Toronto, Canada.

DOMINION SERVICE

VANCOUVER EDMONTON WINNIPEG CALGARY TORONTO HAMILTON MONTREAL

BRANCHES

National Casket Co., Toronto, Ont.
The Globe Casket Co., Limited London, Ont.
Girard & Godin, Limited Three Rivers, Que.
The Semmens & Evel Casket Co., Hamilton, Ont. Limited
Christie Bros. & Co., Limited Amherst, N.S.
The Semmens & Evel Casket Co., Winnipeg, Man. Limited
The D. W. Thompson Co., Limited Toronto, Ont.
Girard & Godin, Limited Montreal, Que.
Vancouver Casket Co. Vancouver, B.C.



No. 600 H.P.

No. 600—**Spartan** finished casket is upholstered in silk, and trimmed complete, with extension handle, No. 1236.

The Range Consists of **SPARTAN** Gold Silver Copper Bronze

Be in line—carry one of our Spartan designs in your showroom.

HARDWARE, finished in Spartan shades, will make the memory of the funeral house one long to be cherished.

"Quality—Style and Finish—Guaranteed"

Dominion Manufacturers, Limited

Head Office: 109 Niagara St., Toronto, Canada.

NECROPSIES: OR POST MORTEM CASES

Address delivered before The Canadian Embalmers' Association at the annual convention held last month in Toronto, by W. L. Robinson, B. A., M. B., of Department of Pathology, Toronto General Hospital.

WHEN your secretary invited me to address this Association on the subject of post-mortems I must say that it was with mixed feelings that I accepted. I appreciated very much indeed the honor you conferred in asking me to present a paper to this Association, but I felt rather timid about discussing a subject that is generally considered tabooed among members of your profession. However, I must say that I have had nothing but the utmost consideration in the dealings which I have had with any of you. Many times I have been grateful for the assistance of some of your members in securing permission to make an examination of the deceased body, knowing as I do how it frequently annihilates the whole arterio-venous circulation and causes difficulties to the embalmer in the satisfactory performance of his work.

The professions of medicine and embalming have always been closely associated. As some one has said, "the one beginning where the other left off."

In looking over the historical records it is hard to say which can claim priority in origin. The ancient kingdom of Egypt was founded about 6,000 years before Christ. It reached its climax between 4000 and 3000 B.C. We have the names of four physicians practising at this time. One of the first of these was Isis, a woman. The practice of medicine by the female sex is therefore by no means modern in origin. Medical practice at that time consisted largely in conjurations, prayers and soothsaying.

The post-mortem examination of bodies dates back to this same period, when Athotis, the son of King Menes, who was a physician, dissected a human body and wrote a book on anatomy. They were interested, though rather in the general structure and mechanism than in any pathologic anatomical lesion they might find. So they continued ignorantly and blissfully to sing their incantations and distribute their charms in an endeavor to overcome the evil spirits of disease.

The embalmers of this period were a well-organized group of men and existed as a guild down even to the time of the Roman Empire. Their works in the art of embalming have withstood the elements of time even to this very day.

Embalming in those days I should imagine was a very difficult and laborious procedure, involving as it did the opening of the body cavities not with steel knives and scissors, but with sharp stones in the hands of one of the despised members of the society who afterwards was compelled immediately to flee from the scene of his operations in order to avoid being stoned to death by his fellow citizens for committing an offence on a dead body.

I think the members of your profession could almost claim priority in the art of performing necropsies, for at that time they were wont to open the body and remove all the organs, thus severing the main arterial vessels, just as the pathologist of modern times delights to do. However, I suppose they had a different object in view—that of preservation of the remains from the ravages of bacteria, insects and worms, rather than curiosity to learn the internal mechanism of our human anatomy. Their methods were crude, but their results were marvellous. They had no idea there was a circulation or that the action of micro-organisms was the cause of post-mortem decomposition. They did not realize that these spices and oils that they used were antiseptics, thus destroying all bacterial life and preserving the body from decay. Your profession might have continued on in ignorance and might still have been removing all the organs and soaking them in sodium carbonate solutions and preserving them in large stone jars with spices and oils had not some of our fathers of early medicine set out to learn the wonders and mechanism of the human body by examining it after death.

Looking back on the history of medicine, and embalming, one can not but be struck with the wonderful advances, that have been made in science since that time, and ask the question, why and how was it done.

I think, we have only to follow the history of medicine through its various periods to see that the scientific study of the diseased body stands out above all others, as the origin of the great advances made in medicine.

The post mortem is the foundation, upon which pathology is built. Pathology being that branch of medical science, which treats of the modifications of function and changes in structure, caused by disease, is, as you will see, the very keystone of the whole science of medicine. Without post mortem examinations research in pathology would cease, and the very foundation would be shattered under the whole structure of medicine.

One has only to look back to the periods of advancement in medicine to appreciate its value.

Hippocrates, often spoken of as the Father of Medicine, was born about 460 B.C. His knowledge of the principles of medicine was remarkable, yet int he light of our present day knowledge, one can not help but be amused at some of his conceptions of diseases, and his methods of eradicating them. For instance, he based his doctrine of disease on the humors of the body. There were four primary qualities: dry, moist, hot, cold; and four cardinal humors (or fluids) namely: blood, phlegm, black bile, which came from the spleen, he thought, and, yellow bile from the gall bladder.

Disease, he thought took place if any humor was excessive or deficient, or if the humors were not duly blended. In view of our study of the human body, in the post mortem room, this theory, is and has been untenable for many years. Yet it shows how one is lead astray by theory instead of the actual practical study.

Herophilus, of the Alexandrian school, a hundred years later, made some considerable study of the human body. He is supposed to have examined the bodies of 600 criminals. Medicine received a great impetus

from his works on anatomy. Galen, two hundred years after Christ, also did a great deal for the advancement of medicine. He made many post-mortems both on human bodies and on apes, birds, fishes and reptiles. His work was chiefly on experimental physiology.

Then came the dark ages, for it was not till the fifteenth century that medicine revived. Vesalius, who was a great student of anatomy, was given the corpses of criminals to dissect. He was finally banished from his country, it is said, because he performed a post mortem on a nobleman before his heart stopped beating.

It was not till the sixteenth century that the circulation of the blood was understood. Previous to this time it was thought there were two distinct and isolated systems, namely, the arterial and venous, and each pulsation of the heart. To Harvey, an Englishman, belongs the credit for the first, describing the circulation of the human body. It was his habit to completely dissect a human body during his lectures on surgery to his students. He taught not from books, but by demonstrations on the human body, for as he himself said, "I profess both to learn and to teach anatomy, not from books, but from dissections; not from the positions of philosophers, but from the fabric of nature."

Despite the work of Harvey, and the stimulus to clear thinking his discovery had given, medicine in the eighteenth century still wandered in the mists of metaphysics. A few great thinkers like Morgagni insisted upon the necessity of studying the corrilations between anatomical conditions and disease. The post mortems of Morgagni were wonderful, and formed the basis of the first scientific volume on pathological anatomy.

About this time the compound microscope became an efficient weapon of scientific truth, and Virchow, in 1858 published his epoch-making book on cellular pathology. With the publication of his work, a new era in scientific medicine was inaugurated. Observation which had been gradually narrowing down from the body as a mysterious metaphysical whole, to the body as an aggregate of organs, and to the organs as a patchwork of tissues, became focussed upon the ultimate structural elements, the cells. This marked a revolution in medicine, and one might say that the science of medicine started with the wonderful post mortem anatomical and microscopical studies of Morgagni and Virchow.

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Let us hope that nothing will arise in the path of science to clog the wheels of progress that have received such an impetus from these men. From then on, the attention of the whole medical profession has been focused on the cellular structure of the human body in both health and disease.

Looking back over the history of medicine, one can not help but see the enormous value that post mortem has been to the science of medicine and the welfare of mankind as a whole.

The study of diseased tissue after death has had more to do with scientific development of medicine in the past 60 years than any other single factor. The necropsy is the foundation upon which the science of pathology is built. Without them all research would cease. Medicine would practically come to a standstill.

The post mortem examination of the body has a few objections from the friends, relatives and undertakers, but the benefits derived therefrom, far overshadow any objections that might be raised.

It is always the aim and object of the department of pathology of a hospital to secure permission to perform a necropsy on as many cases as possible, that die in the hospital. There are numerous reasons for this. First of all, there is the contribution to medicine in general that is given by a close clinical study of a disease, followed by a careful post mortem examination. Each case that is worked out carefully constitutes a contribution to our sum total of knowledge. Some of the cases are very important and rare. These are generally reported in a medical journal for the benefit of the whole profession.

The student in order that he might become a competent physician or surgeon, must attend a number of necropsies and there see with his own eyes the pathological changes that go on in the body, as a result of bacterial infection, or other injury. The need for necropsies for teaching purposes is great and very important.

I am sure that every one of us when called upon to consult a doctor about our own ailments or that of one of the members of our family, would like to feel that we were getting the advice of a man thoroughly conversed in the knowledge of medicine, one that had a clear insight into the various pathological changes going on in the body. To be sure of this, we must insist that our students make many exhaustive and thorough examinations of the various diseases as found in the post mortem room.

The post mortem is of inestimable value to the practising physician or surgeon. Numbers of their cases are very obscure and difficult to diagnose, and at times it is impossible to give an opinion at all. You can readily appreciate the importance of an examination of the body in a case of this kind. The physician would be fortified against an error in diagnosis should a similar case come before him.

They are also of essential value for statistical purposes. Vital statistics concerning the cause of death from the functional and chronic diseases as derived from death certificates signed without an examination of the diseased body are of little value. Cabot some time ago in a study of 3,000 autopsies, found that kidney diseases were only diagnosed correctly by physicians in 50 per cent. of the cases, heart diseases in 39 per cent., and abscesses of the liver in 20 per cent. Statistics based on clinical diagnosis are really not of

(Continued on page 51)

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ELEMENTS *of* EMBALMING

A Review Course of instruction for readers of Canadian Furniture World and The Undertaker

By Howard S. Eckels, Ph. G.

ARTICLE I.

EMBALMING, by which we mean the chemical disinfection of the dead human body is the process by which the body is prepared in a manner which science has proven will make it cease to be a source of danger to the living, whether of the family, the relatives and friends attending the funeral, or of the community at large.

The objects of embalming are obvious. It is the only means of preserving the body for an indefinite period, and it is the proper method for the destruction of the infective and putrefactive bacteria. If properly done by the embalmer, it will prserve the features, restore the good appearance, expression and most of the complexion, so that for funeral purposes the result will give comfort and satisfaction to the family and friends.

Embalming, therefore, is necessary not only from a hygienic standpoint, but because of the desire of those who have lost a loved one, to look on the features for the last time in the most nearly natural condition, and to feel that the inevitable processes of dissolution and decay have been arrested, at least for a long period of time.

Embalming prevents all obnoxious odors and gases and renders the atmosphere of the death chamber free from all contaminating and objectionable conditions.

To the lay mind, embalming seems a mysterious application of a difficult art. To the embalmer with a proper knowledge of the human body, it is a science founded on logical reasoning and thoroughly established facts.

To embalm a body properly it is necessary to use the arteries for the distribution of the preservative and disinfecting fluid throughout the tissue. This is necessary because in life Nature preserves the body from decay by sending the life-giving fluid, blood, through these channels. If we are to chemically preserve the body after death, we must imitate Nature's method as closely as possible and direct the flow of embalming fluid in the nearest possible approach to the blood's circulation in life.

It seems almost trite to say that circulation is the basis of arterial embalming. Every embalmer knows that unless he can secure circulation a proper distribution of his embalming fluid is absolutely impossible.

In life the heart pumps a quantity equal to the complete volume of the blood in the body once every 60 seconds. Embalming would be almost as short a task as some embalmers try to make it if we could secure as rapid a circulation when the body comes into our hands.

Of course, we cannot.

The body itself—the arteries, the veins and the capillaries are in an entirely different physical condition than when life existed, and, therefore, it would be impossible for us to cause even fresh arterial blood to circulate with the freedom which it does naturally when life exists.

The astringent quality of most embalming fluids adds greatly to our difficulties, however, when we begin injecting. It isn't altogether the body; too frequently the fluid itself adds to our trouble.

We all realize that we cannot pour molasses as rapidly as we can alcohol; the consistency of the two differ widely.

But, as between embalming fluid and blood, the conditions are exactly reversed. The more viscid substance flows through the arteries far more readily than does the clearer and sparkling embalming fluid.

The reason, then, cannot be in their molecular composition. It must be in their chemical attributes, coupled, of course, with the fact that there has been some change in the structure of the veins and arteries themselves.

Plainly, then, the difference between the two must be largely one of chemistry.

The blood circulates freely through the capillary system because it is designed by Nature to do exactly that one thing and to perform that one function. Nature never makes a mistake.

A study of the arteries, therefore, must attract our first attention.

Arteries are tubes which convey the blood from the heart to all parts of the body. In normal bodies they are elastic and strong, have a creamy white color and contain no valves. From an embalmer's conception of their location, those which are used for embalming are found in the same place in all persons, with very rare exceptions.

Arteries are composed of three coats, the external, middle and internal. These three walls of the arteries are also known as the vascular, the fibrous and the mucous coats. They usually adhere to each other, although in some diseases, such as dropsy, Bright's disease and oedema, the lesions that hold these coats together are destroyed by the disease. When this condition exists, the embalmer needs to use extreme care to enter the arterial tube in the proper channel, lest he curl up the inner coat ahead of his tube and block the circulation.

The general or systemic circulation being composed of the arteries, veins and capillaries, we therefore direct your attention next to the structure of the veins.

Veins are tubes which return the blood from all parts of the body to the heart. They also are composed of three coats, and contain many valves, especially in the extremities, the arms and legs. They are there for the purpose of controlling the circulation of the blood, directing it always from the tissue to the centre of the circulation (the heart) and keep the blood always moving in one direction. Therefore the veins will not distribute the embalming fluid to the tissues even though the embalmer were to use them by intention or by error, by mistaking the vein for the artery. The valves in the veins would prevent a proper flow of the fluid and, worse still, the injection of fluid into the veins usually results in discoloration in the face, neck and ears. A realization of the fundamentals of these valves is essential to the practical embalmer who is desirous of producing a good appearance in the body he embalms.

Later, complete instructions on properly draining the blood through the veins, in a thorough, modern and scientific manner, will be given.

(Continued next month)

EMBALMERS' EXAMINATION RESULTS

The results of the examination for embalmers' certificates, which were held at Toronto University following the recent C. E. A. Convention, are as follows:

Some 21 candidates presented themselves before the Ontario Board of Examiners and 13 were successful. Those passing were:

Honors—Charles H. Hulse, Orangeville; E. J. Hicks, Essex; Andrew Edwards, Kitchener; Arthur Perrin, Hamilton; R. W. Ritchie, North Bay; W. H. Matthews, Carleton Place.

Pass—E. E. Sponenburg, Windsor; Roy Hosea, Kitchener; Charles Dean, Glencoe; Joseph Senn, Hagersville; Stanley H. Johnston, Brockville; Geo. H. Cobley, Simcoe; E. H. Anderson, Galt.

CASKET DISPLAY DURING LONDON FAIR

The Globe Casket Co., London, Ont., made a display of their new line of spartan finish caskets in their showrooms during the London Fair last month. Many visiting funeral directors inspected the display. The spartan gold-finished casket, one of the handsomest shown in the exhibit, was purchased by Stedman Bros., Petrolia.

CASKET TRAVELERS' ANNUAL MEETING

The annual meeting of the Casket Travelers' Association of America, the representative organization of the trade was held in Syracuse, N.Y., on September 18, during the meeting of the New York State Embalmers' Association. Many matters of importance were discussed under the chairmanship of President Simeon Wile. Secretary Josef Nelbach reported a large registration.

PROFESSIONAL NOTES

Geo. Dart, Port Colborne, Ont., has purchased a new auto hearse.

Ambulances, funeral cars and undertakers' auto wagons and carriages are exempt from the general "gasless" Sundays law in the United States.

A. B. Greer & Son's Studebaker service car was stolen from their place at London recently, and later figured in an accident near St. Thomas. The two thieves who stole the car escaped.

Joe Thompson, of the McCabe & Co., Toronto, staff, joined the benedicts recently. He was married to Miss Marie Botting, of Coldwater. His young friends in the undertaking business gave him a great reception the day of his wedding.

J. H. M. Vaughan, funeral director and furniture dealer at Scotland, Ont., died on September 14, of pneumonia, after an illness of twelve days. The funeral was conducted by Frank Wilcox, of Waterford, and is said to have been one of the largest seen in Western Ontario for some time. There were 45 autos and 47 horse-drawn carriages following the hearse. Mr. Vaughan's son will continue the business.

NECROPSIES OR POST MORTEM CASES

(Continued from page 48)

much value to the science of medicine. Whereas a record of a case worked out carefully by the physician, combined with a complete anatomical and microscopical report by the pathologist is a very valuable record indeed.

Intelligent people of to-day insist that medicine be stripped of its shroud of mysticism and secrecy. It is right that they should, and furthermore in the event of death of any of their relatives, they should insist on a post mortem examination in order that they might know what the family weaknesses are, whether there is any tuberculous or cancer tendency, and thus be prepared to safeguard the other members of the family.

A. W. Butler & Son, St. Catharines, have added a new auto hearse to their funeral equipment. It is built on a Reo chassis. Mr. Butler, senior, being a cabinet maker by trade built the body. The design and trimmings are very attractive in appearance.

AFTERMATH OF C. E. A. CONVENTION

(Continued from page 43)

funeral directors and the medical profession should be heeded. It is another sign of the times which shows that the elevating we do ourselves means much for the raising of the professional standard. Dr. Robinson's address in full is published on another page of this issue. Read it; it will do you good.

Prof. Renouard's address during the afternoon of the first day contained much meat. He dwelt particularly on the substances that go to make up the human body. From a few scattered notes we give on another page a gist of some of his remarks in that address.

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Substances of Human Body

Summary of Remarks by Prof. Renouard, at C. E. A. Convention.

Prof. Renouard in his first lectuure told of the human body being composed of some 63 substances, seven or eight of which were very important elements which formed two-thirds of the body; salt, lime, soda, albumen, potash and phosphate. These elements if subdivided would make up the 63 substances.

Then there were heat, air and moisture, without which life could not exist. These three elements were also necessary for decay. After death, putrefaction set in, the first stage of decay.

The Professor here touched on autopsies, saying, while it might be a little harder to embalm an autopsied body, it could be done.

He compared the rust of metals to the decay of the human body. Putrefaction was based on fermentation. Fermentation means splitting into fragments. The embalmer's object is to check fermentation.

There are various forms of embalming. Food is embalmed to prevent fermentation. He instanced the souring of milk and compared its stages with that of decay in the human body.

When the embalmer is first called in to attend on a body he finds the arm has become rigid, showing that the body has undergone fermentation—souring of the muscle juices.

Rigor mortis, he explained, and dwelt at some length on the second stage of decay, called alkaline fermentation. Fermentation generally depends much on the temperature in which the body is placed. With alkaline fermentation removed, the body again becomes supple. Some undertakers say wait until this suppleness or flexibility becomes prominent before embalming a body. This is not good advice. Putrification has already taken place. It is easier to prevent decay than to check it when it has commenced.

Returning to rigor mortis the Professor explained the evolution of gas in the human body. Many embalmers do not know how to treat gas, and it is necessary to know. You can't fool science, nor the corpse, nor nature, though you can fool yourself. You can prevent nature's decay, but you can't restore that part that has decayed.

Nature is the best teacher we have. He instanced the making of catsups to-day by chemists' formula and that "just like mother used to make." To-day we are using embalmed catsups, that is, catsup in which decay has been prevented by science. So, in embalming we must have some basic truths to work upon. Don't blame the body or the weather when we ourselves are to blame by either using too little or too much fluid. Study each individual case.

In checking decay we do so only temporarily. We may check decay for a time only. I have a body embalmed in New York for 25 years, and it is well preserved, but eventually it will go back to its elements in this universe of ours.

Prof. Renouard told of the germs of decay, called "ptomaines" and explained what they were and their action instancing ptomaine poisoning. The reason we have senses of smell and taste is to prevent this. These ptomaines multiply in a body by thousands very quickly.

Then we have albumen. The Professor explained this substance, and told why a fat man decays more quickly than a thin man.

Air produces fire, flame, animation in the body; and urea (poisons) produces coma, uremia, kidney diseases of all kinds.

Then we have phosphates. These come from the food we eat. Good quality of food is necessary to sustain life, and the human body fertilizes the earth with phosphates.

In the composition of gases, Prof. Renouard went into much detail, and explained why in the use of formaldehyde one body turns stiff and another remains flexible. He told how formaldehyde is made from wood alcohol heated over platinum plates, and made into a dry gas and then mixed with water in 40 and 60 per cent. proportions.

Ammonia dissolves this formaldehyde, composed of water and gas, and effects certain actions in the body.

Coming back to the alkaline condition of the body. If we introduce an antiseptic, something that robs the germs or putrid plants of their food, they die of starvation. This is the object of embalming, and this is how we preserve the body.

Taking up the circulation of the blood, Prof. Renouard told of Harvey's discovery of the arterial circulation of the blood in 1628, and told how the various arteries could be found.

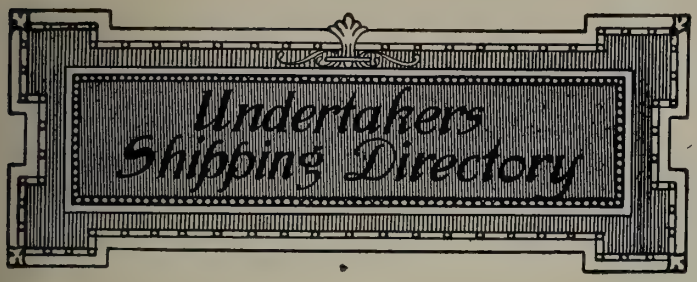
Arteries in life take the blood to all parts of the body, and after death they will also carry embalming fluid to all parts of the body. Arteries are in the same place in all bodies, except in some abnormal cases. They are normally of a creamy color. Naturally after death they are empty, though not completely so, except in cases of sudden death, when they are full of blood.

Arteries are strong, elastic tubes which feed the veins and distribute the blood to the various organs of the body.

Before closing the Professor gave some incidents of his work in London, Eng., at the time he helped inaugurate embalming study among the British undertakers.



The late Levi Morris, father of F. F. Morris, V. P. of the C. E. F., who died early last month at Bowmanville, Ont. Mr. Morris was born in the Isle of Wight, in 1836, and was a resident of Bowmanville, Ont., for the past 65 years. The funeral was in charge of A. A. Crowle, Oshawa, assisted by A. M. Williams, Bowmanville; N. B. Cobbledick, Toronto; Geo. Eilbeck, Newcastle, and Alex. Laing, Kirby. Other undertakers present were Nelson Tait, Cobourg, and F. J. McArthur, president of the C. E. A. Many beautiful floral tributes from business houses and friends expressed sympathy for those bereaved.



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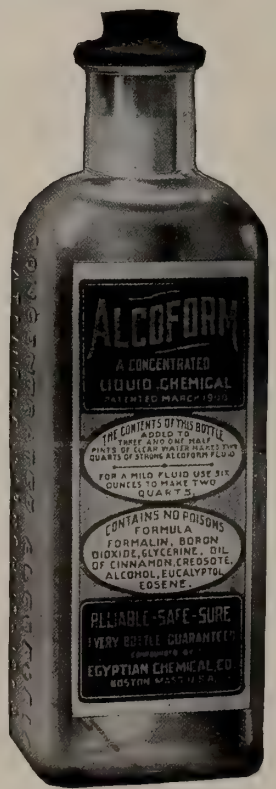
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The "Banner" Spiral Spring

"FITS THE BODY"

¶ The above illustration shows how the individual coils of this famous bedspring act under the varying degrees of pressure to which they are subjected by different portions of the body. It shows why the BANNER is so particularly comfortable and why it is therefore the most popular bedspring on the market to-day.

¶ The BANNER Spring cannot sag. Its 100 oil-tempered steel coils are held together at the top by a unique interlacing of steel wires that allow independent action, yet entirely prevent any possible unevenness of surface. The BANNER will remain comfortable for a lifetime and its non-rusting finish will not damage bedding.

Recommend the Ostermoor Mattress with the BANNER Spring as a splendid combination for sleep comfort.

ALASKA BEDDING OF MONTREAL LIMITED

GUARANTEED ALASKA BEDDING
TRADE MARK REGISTERED

Makers of High-Grade Bedsteads and Bedding

400 St. Ambroise Street, MONTREAL

Associated with SIMMONS COMPANY, Kenosha, Wis., U.S.A.

NOVEMBER, - 1918

CANADIAN FURNITURE WORLD AND THE UNDERTAKER

LEND the way they FIGHT

Are you measuring up to the standard of this phrase? Are you backing up the boys of our fair Dominion to the limit? There must be only one answer, and that answer is YES.

Can you answer yes? And if you can well, say it again—double up.

The Canadian Furniture World and the Undertaker

PUBLISHED BY
THE COMMERCIAL PRESS LIMITED
32 COLBORNE STREET TORONTO

THE K-K LINE

The Original
KIDDIE-KARS
(3 sizes)

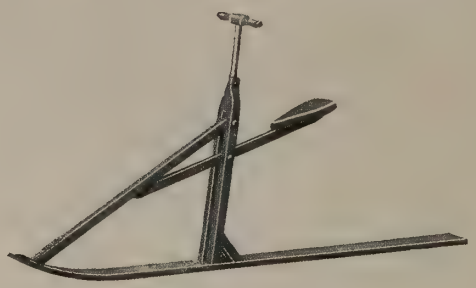
K.K. TRAILERS
(Attach to any Kiddie-Kar)

K.K. KOASTERS

K.K. KICKERS

K.K. KLIPPERS
(2 sizes)

Dealers' Discounts on application



The K. K. KICKER

Until now no toy has ever really equalled the old-fashioned sleigh for healthy winter fun, but with the KICKER comes a new era in winter sports. It is proving extremely popular, and your Christmas stock is not complete without a few.

Retail Price - $2.75



The K. K. KLIPPER

The K. K. KLIPPER, like the Kiddie-Kar, finds favor alike with parent and child. It is designed especially to strengthen the arms and shoulders, being propelled by means of a rubber-tipped rod which moves back and forth, necessitating an arm movement very much like that of rowing.

Retail Price { No. 1 size $3.00 / No. 2 " 3.50

CANADIAN K-K COMPANY LIMITED
ELORA - ONTARIO

Marshall Cushions Endorsed by Canadian Manufacturers

TRADE MARSHALL SPRING MARK PATENTED

The following firms have placed their endorsement on the Marshall cushion by using them in the manufacture of their finest upholstered furniture. When such firms as these recommend them you can be sure that your customers will be more than pleased with the solid comfort they will get:

The Baetz Bros. Furniture Co. Ltd., Kitchener.
J. A. Banfield, Winnipeg.
The Bell Furniture Co., Southampton.
Canada Furniture Manufacturers Ltd., Waterloo.
Campbell & Campbell, Brandon, Man.
The F. E. Coombe Furniture Co., Kincardine.
De Luxe Upholstering Co., Kitchener.
The T. Eaton Co. Ltd., Toronto and Winnipeg.
Ellis Furniture Co., Ingersoll, Ont.
Farquharson, Gifford Co. Ltd., Stratford.
E. Fournier, Montreal.
Gold Medal Furniture Mfg. Co. Ltd., Toronto.
Geo. H. Hachborn & Co., Kitchener.
Hudson's Bay Co. Ltd., Winnipeg.
D. Hibner Furniture Co., Kitchener.
Kindel Bed Co. Ltd., Stratford.
Krug Furniture Co. Ltd., Kitchener.
The Imperial Rattan Co. Ltd., Stratford.
Leslies, Winnipeg.
John C. Mundell Co. Ltd., Elora.
Murray-Kay Co. Limited, Toronto.
North American Bent Chair Co. Ltd., Owen Sound.
Robinson & Co. Limited, Winnipeg.
Robert Simpson Co. Ltd., Toronto.
Snyder Bros. Upholstering Co., Waterloo.
St. Lawrence Upholstering Co., Montreal.
J. E. Smith & Co., Windsor, N.S.
A. M. Souter Co., Hamilton.
A. Stevenson, Saskatoon, Sask.
Wm. Trafford Furniture Co., London.
N. G. Valiquette, Montreal.
Walker & Clegg, Wingham.
Waterloo Furniture Co. Ltd., Waterloo.
The Woeller Boldúc Co., Waterloo.

Marshall Ventilated Mattress Company, Limited - Toronto, Canada

Successors to Marshall Sanitary Mattress Company, Limited

STRATFORD FURNITURE



DOLLARS THAT FIGHT

It has been aptly said: "What good is money if we don't win the War? The Prussians will take it away from us."

Our brave sons and brothers are fighting "somewhere in France" to secure for us back of the firing line an everlasting peace and security from the Germans and their War of frightfulness.

It is the duty of those that are carrying on at home to form a solid line of defence with their dollars with which to supply our fighting sons with arms and ammunition.

Lend the way they fight. Buy bonds to your utmost—and then buy more. It is so little to loan your dollars to your country. You have the best security in the world, and receive good interest on your investment.

BUY VICTORY BONDS TO YOUR UTMOST

This space donated to the Victory Loan Committee by

The Kindel Bed Company, Limited

STRATFORD, ONTARIO

STRATFORD FURNITURE



No. 8402
Quartered Oak



No. 8408
Mahogany and Black Walnut

The Library Tables here illustrated you will find exceptionally ready sellers.
Order now and save any possibility of disappointment later on.
All in stock ready for prompt shipment.



No. 8411
Mahogany and Black Walnut



No. 8405
Mahogany and Black Walnut

The George McLagan Furniture Co., Limited

STRATFORD - ONTARIO

STRATFORD  FURNITURE

How Much Would the Kaiser Tax Your Business?

Ask yourself this question: "If we should fail to win this War what would happen to my business?"

What is left of business in the invaded districts of France and Belgium? Ruination!!

DEFEND YOURSELF WITH VICTORY BONDS

Every citizen—every business man—has weapons of defence ready to his hand. These weapons are Victory Bonds. We cannot all fight with guns and bayonets but we can all fight with Victory Bonds.

Every one of Canada's Victory Bonds bought by you is a new assurance to every Canadian soldier that Canada stands behind him ready to send food and munitions and to care for those he has left in Canada.

Canada's Victory Bonds guarantee that Canada will keep on producing food, munitions and supplies to bring victory to the Canadian soldiers in France and that Canada will provide for their loved ones while they are fighting for our freedom.

Therefore when you buy Victory Bonds you help Canada finance the War—you help to maintain the production of food, munitions and supplies which our soldiers must have—and the money paid for these products helps to maintain business and industrial conditions by which the productive efficiency of Canada can be kept at high pressure.

Your investment in Victory Bonds will be a link in the complete chain of helping our soldiers, helping the country, and thereby also helping yourself.

LEND THE WAY THEY FIGHT
BUY BONDS TO THE UTMOST

The George McLagan Furniture Co., Limited

STRATFORD - ONTARIO

STRATFORD FURNITURE



The Standard *of* Quality



In the manufacture of our products we have constantly maintained "quality," which has placed them in many of the best homes in Canada.

The new Diningroom Suite illustrated herewith is made in GUM WOOD. It is up-to-date in every respect and will prove a good seller. The price will interest you. Get it to-day.







The Stratford Chair Company, Limited

STRATFORD -- ONTARIO

STRATFORD  FURNITURE

The Hun Fears a Victory Bond

JUST as the Hun fears a bayonet, he fears a Victory Bond; for deep down in his heart he knows that money means materials of war. He knows that guns and shells and bayonets in the hands of the Canadian soldiers means crushing defeat for him.

Buy Your Bond— Buy It To-day

Get into the offensive and buy—buy—buy—Victory Bonds.

This is the best way you can help our brave boys "over there" to go over the top, feeling that the folks at home are backing them up to the last ditch.

Space contributed to the Victory Loan Committee by

The Globe-Wernicke Co., Ltd.

STRATFORD :-: CANADA

STRATFORD FURNITURE

LEND!

BUY more Victory Bonds——they yield you good returns and back our boys "over there."



Advise your customers to buy Bonds to their utmost.

The Imperial Rattan Co., Limited

STRATFORD : : : ONTARIO

Go over the Top with a Victory Bond

When you Fight—FIGHT

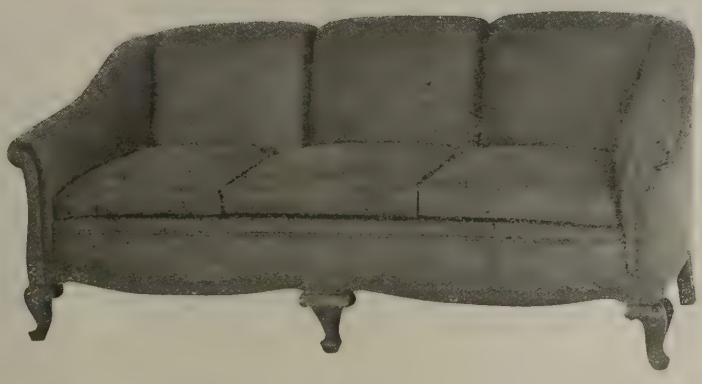
When you Buy—BUY

Canada asks her people to subscribe half a billion dollars to her second Victory Loan. Will you do your bit towards winning the great war by lending your money to your country.

Buy Victory Bonds—they yield you good returns.

Canadian Furniture World and The Undertaker

32 Colborne Street - Toronto



QUEEN ANNE MOTIF

Livingroom Suite No. 6321

This luxurious suite is most attractive and substantial. Made in mahogany with Marshall Sanitary Spring Construction Cushions, and can be covered with any material suitable to the purchaser.

Write us for prices to-day. Sure to interest you.



At any time when you are in Toronto, don't fail to visit our permanent showrooms, 136-140 King Street East. We have always on display samples of the newest and latest-designed furniture.



FACTORIES :
WOODSTOCK
KITCHENER
WATERLOO
SEAFORTH

CANADA FURNITURE MANUFACTURERS LIMITED

FACTORIES :
WINGHAM
WALKERTON
WIARTON

GENERAL OFFICES : WOODSTOCK, ONT.

WHOLESALE SHOWROOMS : TORONTO WINNIPEG

Upholstery Leather

We carry in stock all grades in standard colors for immediate shipment

Spanish, Fancy, Enamelled and Goat Grain Finishes

Unsurpassed Selections
Well Trimmed Hides

The most economical leather on the market.

Let us quote you on cut stock.

Boullee Fraser Leather Mfg. Co., Inc.
234 Canal Street, NEW YORK

The National Table Company, Limited
The Owen Sound Chair Co., Limited
The North American Furniture Co., Limited
Owen Sound Ontario

Manufacturers of Medium and High-Grade Dining Room, Bedroom, Hall, Living Room and Library Furniture.

Catalogues sent on application



Upholstery Springs

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

HELICAL SPRINGS
for spring bed and mattress fabrics.

Get the habit ; buy Canadian springs.

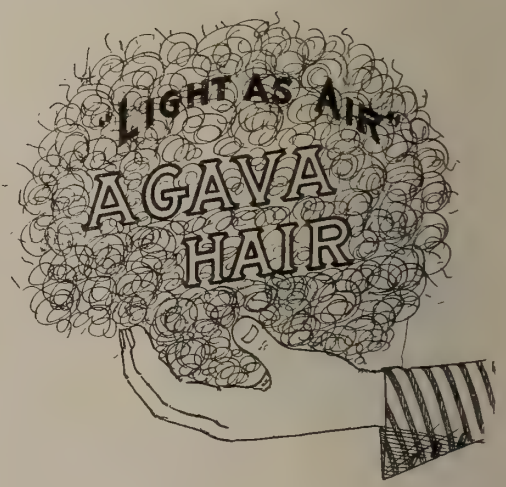
James Steele, Limited
Guelph, Canada

Unsurpassed

Light and springy, free from dust or odor, and proof against vermin, it is unsurpassed in its possession of every essential of a perfect mattress filling—qualities that mean Comfort, Assurance and Certainty of Sanitation.

It is superior to most hair in quality, and beats it easily in economy.

Write us for prices and literature.



The Mattress Filler that "Comes Back"

The Canadian Feather & Mattress Co.

Limited

Toronto - Ottawa



MEAFORD DESKS
for the CHRISTMAS TRADE

The successful furniture dealer—we mean the man who is in dead earnest about making money in the business—no longer buys desks from "whoever comes along." He *investigates;* and he does it so thoroughly that when he arrives at a decision his worries are over.

And that is all we ask of you. *Investigate* our desks, and we are satisfied that you will put them on your floor for the coming Christmas trade.

We have a comprehensive line of Gift Furniture that will "go over the top" this season.



WE MANUFACTURE

Bed Room Suites
Dining Room Suites
Hall, Library and Centre Tables
Jardiniere Stands
Music and Medical Cabinets
Wardrobes
Odd Dressers
Desks and Secretaries
Bookcases
etc.



The MEAFORD
MANUFACTURING
COMPANY, Limited
MEAFORD, - ONTARIO

Our Canadian-Made Picture Frames

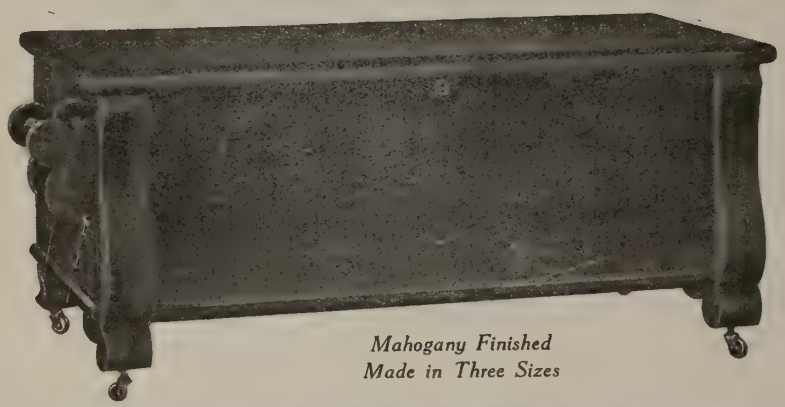
are the kind you want again if you have had them last time because they

Have that "TAKE ME HOME LOOK"

MATTHEWS BROS., LIMITED

THE BIG CANADIAN MOULDING HOUSE

1906 DUNDAS STREET WEST TORONTO, CANADA



Mahogany Finished
Made in Three Sizes

Try Out This

Big Profit Maker

This Shafer Cedar Chest is a live seller because it combines attractiveness, fashion and utility with moderate price—an appeal the modern woman can't resist.

Write For Catalogue

D. L. SHAFER & COMPANY

ST. THOMAS ONTARIO



BEDS *of* WOOD

Equipped with Seng Reversible Steel Side and End Rails.

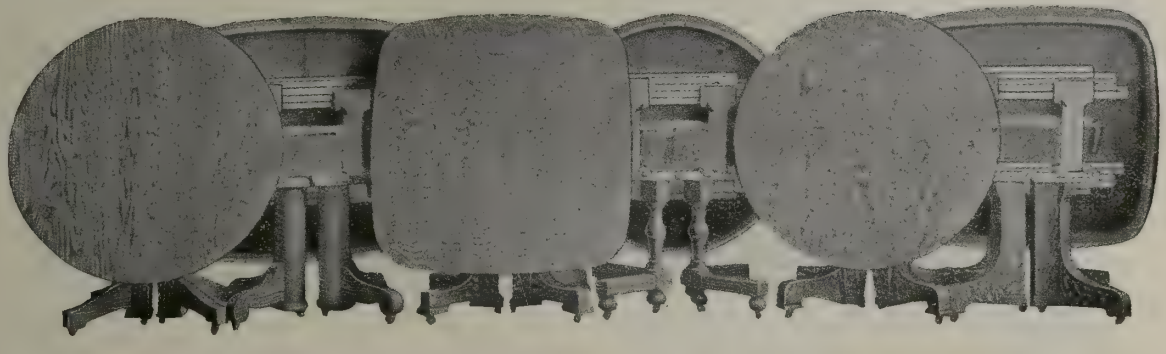
Made of carefully selected material and excellently finished, in Walnut, Mahogany, or any Enamel.

Write for particulars and information of this new line.

The North American Bent Chair Co., Limited OWEN SOUND ONTARIO

"The Aristocrat of the Diningroom"

TILT-TOP TWINS



VICTORY BONDS

Can be paid for by the money "Tilt-Top Twins" will save you in floor space alone.

To say nothing of the many other good features embodied in these tables.

TRY THEM

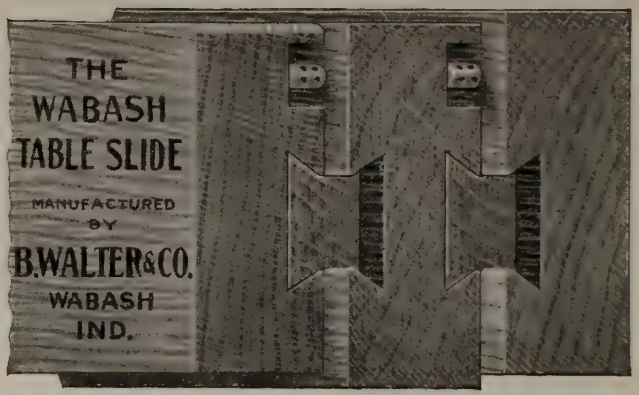
The Chesley Furniture Co., Limited

CHESLEY - ONTARIO

THE
HEART
OF YOUR EXTENSION
TABLE IS THE
SLIDE

YOUR TABLE IS
CONDEMNED IF THE SLIDE
DOES NOT WORK
PROPERLY

WABASH SLIDES
INSURE
SATISFIED CUSTOMERS



WABASH SLIDES { HELP SELL TABLES.
ELIMINATE SLIDE TROUBLES

WE ARE
SLIDE SPECIALISTS
Having manufactured SLIDES
exclusively—for 30 years
Many Canadian Table-makers use
WABASH SLIDES—
Because
We furnish Better SLIDES at
Lower Cost.
Made by
B. WALTER & COMPANY
Factory St. WABASH, IND.
Canadian Representative:
Mr. Frank A. Smith, Kitchener, Ont.



Write—if you want to get in on our special gross lot offer—a profitable proposition to furniture-dealers everywhere.

LIVE DEALERS ARE IN LINE

——ready to handle a heavy winter's business in "Peerless" Folding Tables. There's bound to be a constant demand for them. At lodges, meetings and socials—in the home—everywhere—there is a place for the

PEERLESS
FOLDING TABLE

Its strength is remarkable. A "Peerless" Table will support a weight of 1,000 pounds without a quiver, by actual test. Always on the job when wanted. Easily disposed of when not in use. YOUR customers will readily appreciate the many advantages of the "Peerless" Folding Table. Take your place among the live-wire furniture men who are pushing and selling "Peerless" Tables.

Hourd & Co., Limited *Sole Licensees and Manufacturers* Dept. W. LONDON

VICTORY BONDS
PHILLIPS' MOULDINGS
—Both Good—
—Buy Them—

PHILLIPS MANUFACTURING CO., Limited

Mouldings, Frames, Framed Pictures, Mirrors

258-326 Carlaw Ave., Toronto, Ont.

THE GOLD MEDAL LINE

FINE FURNITURE and PHONOGRAPHS

All the Comforts of Home—This is what people want for the long Winter nights. *The public have the money* just waiting for the dealer to show the goods. Select a few pieces from our new catalogue.





No. 778



Model "F,' Gold Medal Phonograph

THE GOLD MEDAL FURNITURE MFG. CO., LIMITED

Head Office and Factory—Van Horne St., Toronto

Factories at UXBRIDGE, MONTREAL, WINNIPEG.

To maintain the prosperity of Canada;

To supply our boys "over there" with the necessary equipments of war;

To secure Victory

BUY VICTORY BONDS

(5½% Interest)

Space Contributed to Victory Loan Committee by

THE STANDARD BEDDING COMPANY

Manufacturers of the Famous Hygienic Mattress

27-29 Davies Ave. Toronto

ADVERTISING THAT PAYS

WANT ADS BRING RESULTS

2 cents per word per insertion

THE CANADIAN FURNITURE WORLD

IF you have something for sale try a want ad. in our ad. column, and you will be surprised at the results.

32 COLBORNE STREET
TORONTO

OUR CIRCULATION COVERS THE FIELD

2 cents per word per insertion

"MISSION" PATTERN

Diningoom Suite



No. 297—DINING SUITE

Plain Oak, Fumed or Golden Gloss Finish

It's nice to have your customers satisfied with their purchases, but it's better to have them delighted.

Delighted is precisely the word when you sell them KNECHTEL furniture. It's built to last a lifetime and give superb service.

Diningroom suite No. 297, illustrated, made in plain oak, fumed finish, is a good seller. Look it up on page 111, Catalog 49.

THE KNECHTEL FURNITURE CO.

LIMITED

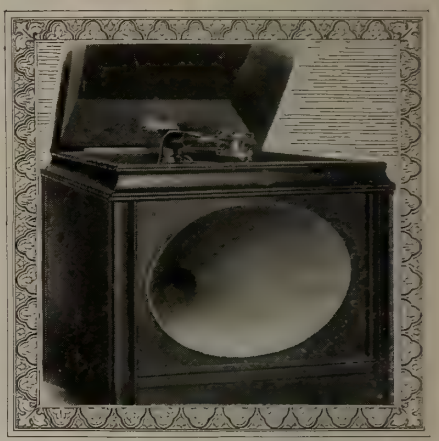
HANOVER ONTARIO

You Want To Represent This Super-Phonograph Because of These Two Great and Exclusive Features of



The Brunswick
ALL PHONOGRAPHS IN ONE

(MADE IN CANADA)



The Brunswick Method of reproduction has brought about an increased volume of sales. Dealers everywhere join in praising this great idea.

Most dealers realize the drawbacks to old methods of reproduction, and the public, in becoming acquainted with The Brunswick Method, is losing interest in yesterday's standards.

A description of the Ultona is enough to make the average buyer anxious to see this new all-record player.

In speaking of The Brunswick Tone Amplifier, we state how The Brunswick attains superior reproduction by complying with acoustic laws, and how we avoid old conceptions.

THIS IS THE HARVEST SEASON, GET IN ON IT NOW!

You've got the two greatest inventions of the Phonograph industry to-day when you sell the Brunswick, and it's these two exclusive features, the Ultona diaphragm, which by a mere turn of the wrist you can play any record CORRECTLY. It is a "3 in 1" reproducer, and the only all-wood round amplifier in the world to-day.

We use no metal castings nor tin. The rare holly of this "Throat" and "mouth" are moulded to meet correct acoustic requirements.



This super-phonograph, as hundreds of Brunswick Dealers will attest, has won high rank as a profit and friend-maker. And its popularity is ever increasing.

There are a number of places where we know of openings for Brunswick Dealers —places where men are required of the calibre already represented among our Brunswick Dealers, men who are aggressive and progressive.

Increase your profits this holiday season, send TO-NIGHT for particulars and discounts.

Remember, you have the Brunswick Record to link up with this line.

The Musical Merchandise Sales Company

Branches at Montreal and Winnipeg

General Offices
Excelsior Life Building
TORONTO

D. O. McKINNON
GENERAL MANAGER

W. B. HART
ADVERTISING MANAGER

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

WM. J. BRYANS
JAMES O'HAGAN
EDITORS

Published by The Commercial Press, Ltd., 32 Colborne Street, Toronto.

Subscription Rate $1.00 per year in Canada, Great Britain and British Colonies; $1.50 to the United States.

VOL. 8. TORONTO, NOVEMBER, 1918. No. 11.

PUTTING THE STORE'S FINANCES IN SHAPE

Duty of the merchant to lay a solid financial foundation at the present for any future depression that may come his way—Surplus funds may be invested to advantage—Now is the time to make collections on all past due accounts.

By Wm. J. BRYANS.

NOW is the time when retail merchants should put in shape their financial affairs so that they will be well equipped to face the future with the highest degree of confidence. A solid foundation should now be laid that will allow the business to weather any depression that the future may hold, as well as afford to it every opportunity of continuous expansion and prosperity.

General Prosperity in Retail Trade

These war-times have been quite favorable ones for the retail merchant. The prosperity that has been enjoyed by the public on account of high wages and the high prices that farmers have been receiving for their products has been reflected in the retail trade in generally improved business and enlarged profits. Many merchants have been making more money during the past few years than ever before. Some have been inclined to allow this era of prosperity to go to their head, indulging in personal extravagances that they have not been accustomed to. They would appear to believe that the enlarged profits of the recent past are to always be theirs.

Prepare for Less Favorable Days Ahead

The writer is not a calamity howler for the future, but it is only right to caution the retail merchants of Canada that the business sun cannot be expected to always shine as brightly for them as it has in the past couple of years. There is bound to come a time when business will not be so favorable as at the present time, and every merchant owes it to himself, his family and his country to shape his finances so that such a time will hold no fear for him.

And even if there should be no cloud of depression descend upon him, it is well for the merchant to be financially equipped, to be on the aggressive at a time when competition is bound to be keen and when there will be need of him pushing strongly for business in order to attain greater development.

Those dealers who conduct a credit business need to make a big drive on collections at the present time. The public are earning more money than ever before, and if they are ever going to be able to keep their current expenses cleared off or wipe off old accounts, the present is the time. Remember that collections can be made comparatively easy at the present time because the people have the money. There is almost certain to come a time when the collections of accounts will be a much more difficult problem. Keep that in mind and gather in all the money due you NOW.

Investment of Surplus Cash

If the dealer takes this needed advice and strengthens his finances in the ways suggested, he is liable to have more current surplus cash than is really needed to operate his business at the present time. Now, while it is a very nice thing for the dealer to have a considerable amount of surplus cash in connection with his business, it is liable to prove a detriment unless he watches himself. For one thing, if he has plenty of cash and payments can be easily met, he is inclined to buy too freely and to allow his stock to become larger than necessary. A good many dealers now in fair circumstances, will have to admit, if they are perfectly frank, that when they had less money they kept their stock in just as good shape in so far as ability to give customers good service is concerned, and yet had considerably less money tied up in stock. They did this because it was necessary. It is unfortunate that they do not continue to maintain their old-time efficiency in stock-keeping and buying.

Money is worth a good figure these days, and if the dealer has any surplus cash he should have it working for him. One of the best investments that the merchant can get at the present time are the Canadian war loans which combine safety of capital with a good interest return. Another Victory Loan is now being offered and merchants with surplus cash will find it an excellent investment.

CONSIDER THE SQUIRRELS

EVEN the little squirrels are wise enough to prepare in times of plenty a store which they may fall back upon during the wintry days. How much more should the merchant realize the need of preparing in these days of prosperity a financial reserve which he may fall back upon during any winter of business depression that the future may hold.

FURNITURE AS A PRACTICAL XMAS GIFT

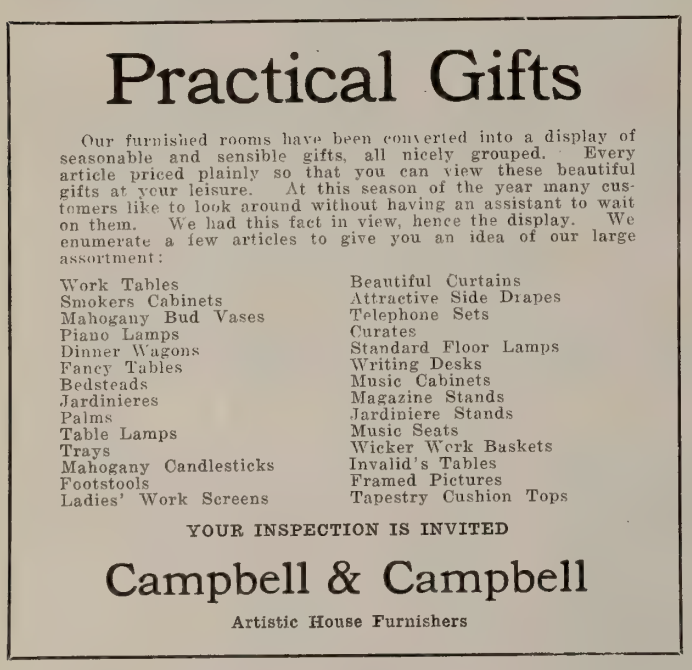
Practical gifts will be much in vogue this year, and furniture fills the bill in a pleasing manner—Boost house-furnishings for gift purposes—Advertisement used last year by retail furniture dealers in pushing this trade.

PRACTICAL Christmas gifts will be more in demand this year than ever before, and there is nothing more appropriate in this regard than furniture. The furniture dealer should feature this fact in going after business, pushing furniture strongly for gift purposes.

As A. E. Evans, of Cornwall, Ont., said in a panel in his Xmas ad. last year:

> "At a time like Christmas, a good piece of furniture is worth a carload of useless presents. It is the best thing that can be brought into the home. It is 'a thing of beauty and a joy forever.'"

In an introduction to a Xmas furniture ad. last year, the T. Eaton Co. Ltd., of Toronto, said: "Seek the practical gift of furniture, and lo, you find how charming it can be. As for example, these tables and chairs our artist has sketched below, to say nothing of the book shelves and tea trays, any one of which would make an admirable present for the friend or relative who is keen about interesting things for a house."



Small advertisement of Brandon store featuring practical Christmas gifts.

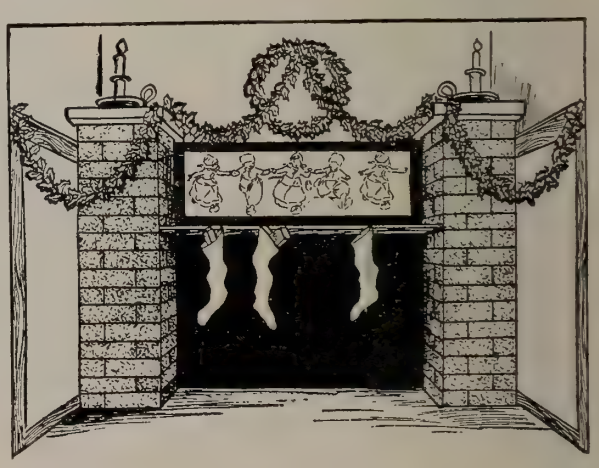
"The pleasing gift is the useful gift," was the heading of an ad. of H. A. Compton & Son, of Summerside, P.E.I. It read, "And what could be more pleasing to any woman than furniture—and what could be more useful? We are carrying for this Christmas trade the largest stock of furniture we ever carried—and every piece is of the best, though the price is low. Make her happy this Christmas. She has been wanting that comfortable rocker. Why not pleasantly surprise her this Xmas? Or probably it is a bedroom or dining room suite—we can please the most discriminating at astonishing low prices."

Sheridan's Furniture Store of Brockville, Ont., said in a Xmas ad: "It would be very hard to suggest an article or gift that would be more appreciated than a piece of furniture. Because it helps to beautify the home and always will be enjoyed by the entire family. Christmas shopping in a store like ours is a pleasure because there are many things to select from. Whatever you give, give something useful and they will all have a Merry Christmas and happy thoughts after. You may select any article in our store, to be laid aside for late delivery. Come in and make your selection now—let us help you with our most convenient, easy terms."

FIREPLACE WINDOW BACKGROUND.

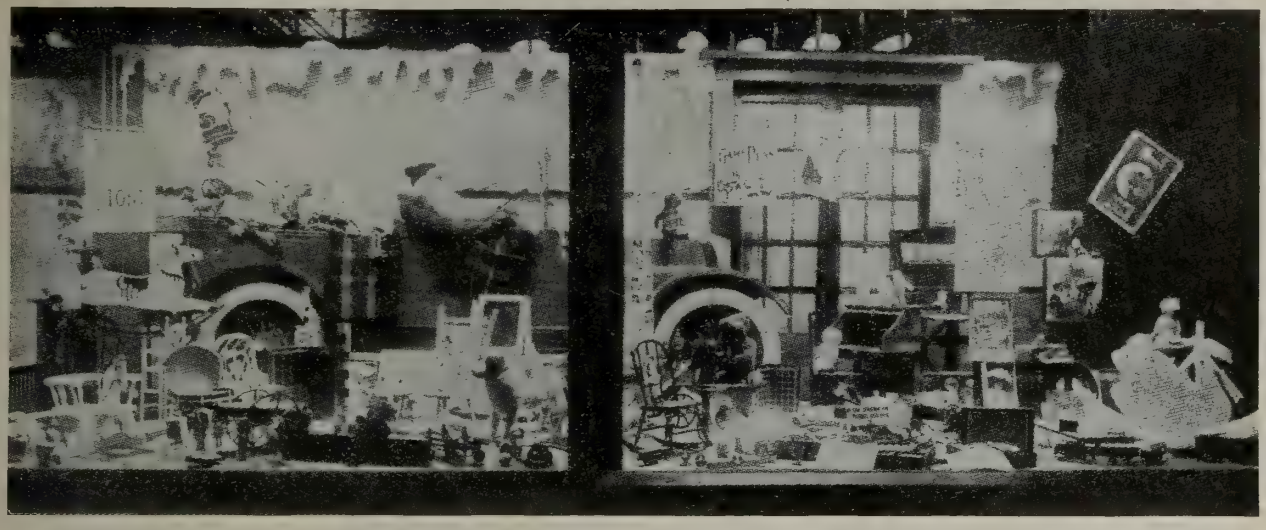
To make a fireplace window background design, put two long boxes end on end for the side parts of the fireplace. Cover the boxes with crepe paper of brick design or else mark out the bricks on red cambric in chalk.

Fasten small boards together on the pillars for a shelf and right under this use black cambric or crepe paper as a background. The nursery design that you see at the top is a common stencil pattern that can be purchased at almost any paint store. If such is not available, you can cut it out of nursery wall paper or get some suitable figure from your decorated Christmas crepe paper. The wreaths and festooning at the top should be made of natural evergreens or holly.



Fireplace window background described accompanying article.

If you want a fire effect at the bottom you can get it by using some charred sticks with a red electric light globe buried under them. This will appear like burning coals. Or you can put a small electric fan in a box, attach to it some shreds of red paper and have the paper fluttering up through the charred sticks.



This display of toys proved very popular with the grown-ups as well as the kiddies and crowds were continually inspecting. The automobile was cut out from a large bill-board poster and mounted on heavy wall-board. The Santa Claus figure was a cut-out and placed just behind the auto with a heavy robe thrown over his lap and had the appearance of sitting at the wheel. A large panel at back contained a Chinese scene. Every conceivable toy was placed in the window. Needless to say, this was a selling window.

Work Window to Limit in Christmas Trade Drive

THE dealer who neglects to work window display to the full limit in his Christmas trade campaign is neglecting a big opportunity. It is a form of increased selling effort that may be employed at a minimum cost. The merchant who decides on increased selling effort through advertising must be prepared to stand an increased cost, but the window can be employed for this purpose with practically no increased expense.

So make full use of this economical selling agent to boost sales. Begin to feature Xmas goods early. Change displays often. Put real thought and study into their arrangement.



Suggestion for a holiday display of furniture.



Suggestions for Christmas setting for interior of store.

INTERIOR DISPLAY PLATFORMS.

A platform for the interior display of Christmas goods may be built around a post or in an open space on the floor. The best method is to build three platforms out of inch lumber and build them up in a sort of pyramid. These should be perfectly rigid so there will be no danger of collapse in the midst of a Christmas crowd with accompanying damage to goods.

The first platform should be about 24 inches, the second about 18 inches and the third about 15 inches. All three should be covered with red cambric.

On the top build a framework in the shape of a chimney and cover with brick crepe paper, or mark bricks on the red cambric with white chalk.

Coming out at the top put a Santa Claus figure. A Santa suit can be stuffed out for the body, mittens for the hands and a Santa mask and cap stuffed out for the head. If you can borrow an old wax head from a clothing store to use the mask on you can get a better effect.

DON'T FORGET THE CHILDREN

Don't forget the children. Children bring trade to any store. The little ones are most frequently sent out to buy little forgotten things, and sometimes, armed with a written list, quite a considerable bill. A dealer who makes all of the children his friends, has a multitude of walking advertisements—advertisements that advertise. Childhood is especially impressionable, and a retailer must make himself liked by them if he wishes to increase his trade.

If you have never thought of this phase of building up a business, try it out for the next sixty days, and note the effect that it has upon your own trade.

By refunding out-of-town customers' fare, an Indiana retailer got a lot of new trade for his store in connection with a special clearance sale. The return ticket had to be presented to show the amount expended and the refund was made at the rate of four miles of fare for each dollar's worth purchased.



A well-arranged gift-section featuring lines suitable for Christmas giving.

SPEED UP ADVERTISING BEFORE XMAS

Use plenty of printer's ink in putting your Xmas message before the buying public—Well to plan advertising campaign in advance—Advertisements should be changed frequently—Use good copy when going after trade.

AN important factor in the attraction of a maximum Christmas trade is the plentiful use of advertising. The windows are valuable selling agents which should be worked to the limit, but they reach only those people who visit or pass the store. The store that would reach out for business must do so by means of advertising.

Prepare in Advance.

Spending money in advertising space does not necessarily mean advertising. The character and quality of copy used has an important bearing on results. Much thought should, accordingly be put into its preparation. It is a wise dealer who decides in advance just what he is going to do in the way of advertising during the Xmas campaign, and has the greater portion of his advertising prepared beforehand. In this way the maximum returns for money expended will be secured.

Change Ads. Frequently.

An essential to maximum results is a frequent change of copy. There are so many things in the average store that can be suggested to advantage that the dealer who neglects to change his ads. frequently is passing up a big opportunity for increased sales. Make it a point to put as many different messages in regard to suitable Xmas lines as possible before customers between now and the actual coming of the holiday.

So, get busy right away on your Christmas advertising campaign. An early start will get the public thinking of gift selection in plenty of time and assist in lessening the rush that is usual as Christmas draws near.



Samples of Xmas advertising done by Wright's Limited, of Sydney, N.S., with small, effective ad. by Brandon dealer.

SOME HINTS ON FURNITURE ADVERTISING

A description of the methods of preparing copy for filing and measuring advertisements followed by the Neilson Furniture Co., Ltd., of Calgary, Alberta—An interesting article, by A. E. Harris, Advertising Manager.

ADVERTISING, to bring the largest returns, must be prepared with the following facts constantly in mind—it must attract attention, arouse and hold interest, create desire, and stimulate the reader to action.

Advertising is news, and mighty important news of your business. Much depends upon the person charged with preparing it, who should have a thorough knowledge of the merchandise to be advertised.

Headlines Should Arouse Interest

The display or layout of the ad. should attract the attention. The opening sentences or headlines should arouse the interest. The descriptive matter should be so compelling and suggestive as to create the desire for the goods and constrain the reader to immediate action. Newspaper ads. are usually run for one day only and the action on the part of the reader must be instantaneous almost.

Good display can be spoiled by dull copy and the best copy nullified by poor, or indifferent layout and bad type selection.

As to Type and Borders

Our idea is that a light face border is best. We use two, two point rules as borders. As few rules as possible in the body of the ad. should be used. White space gives a much neater and far more effective appearance than heavy bold rules. A hair-line rule is sufficient for column separations where these are necessary.

Too much bold or black face type spoils the appearance also. Nothing stands out clearly, and the effect presented is a conglomeration of black ink. A clear face, sharp cut type is best to use. Most newspapers have suitable types which can be found if looked for. The printer usually can give good advice on the best types. It's his business.

The Use of Cuts

Headlines are first read, and should convey a definite message boiled down into as few words as possible. They should stand out sharp, and bold on the printed advertisement. Illustrations are on a par with headlines for attracting attention. They should be large enough to be distinct, and not so large as to crowd the descriptive matter. They should be in entire keeping with the subject. Most manufacturers are glad to supply cuts if asked to. We use these, and also buy a cut service of our own, which gives us exclusive illustrations. Half-tones should not be used in newspapers, as they do not print distinctly. Electrotypes, zinc etchings and stereotypes are the best.

Care in Preparation of Ad.

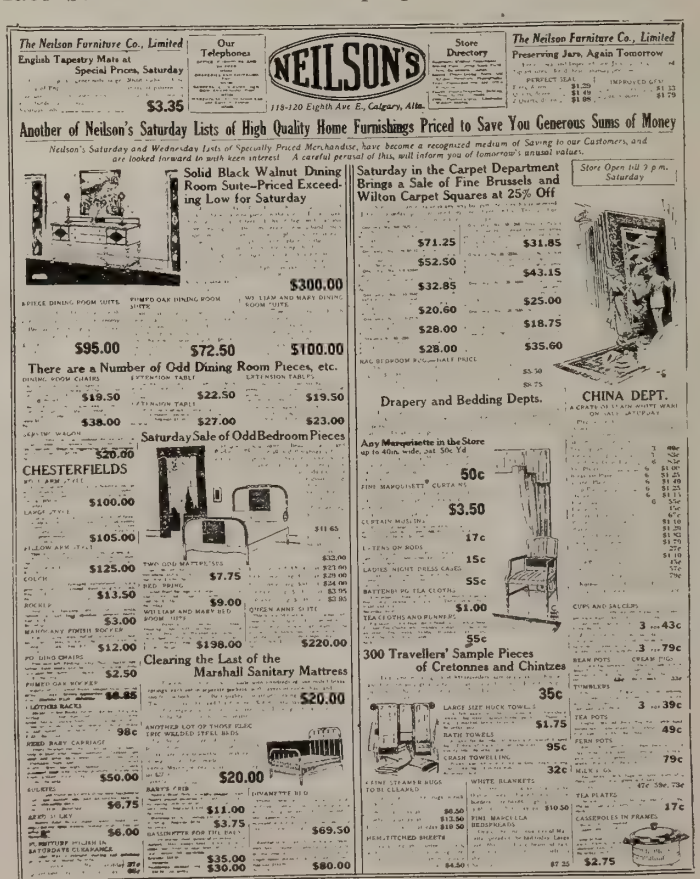
Since advertising costs good money, the ad. should be begun in sufficient time for it to be in the hands of the printer two or three days before it is to appear, particularly so, where type is set by hand. A much better job is thus assured, and nothing but the best is good enough.

A dummy should be prepared, the copy plainly and legibly written, and properly numbered. When an ad. is sent to the printer written on scraps of paper a well-balanced effective ad. cannot be expected. If results are wanted extreme care must be exercised in the preparation. Write the copy over several times if it doesn't satisfy you. The point is—"How will it appeal to the reader?'

The proof should be carefully read and all mistakes corrected. They cannot be rectified after the ad. is printed. Do not jump down the printer's throat if you put your O.K. on the proof without reading it.

Procedure in Preparing Ad.

In preparing our ads. we first ascertain from each department manager what he has to advertise. We go personally to the departments to see the goods, as we can in this way best get information regarding quantity, quality, and the various selling points to be used. When the copy is all in hand and ready, the space to be used, or size of the ad. is decided upon. The dummy is then mapped out, headlines put in, space for each depart-


The Neilson Furniture Co., Limited
English Tapestry Mats at Special Prices, Saturday
$3.35
Our Telephones
NEILSON'S
118-120 Eighth Ave. E., Calgary, Alta.
Store Directory
The Neilson Furniture Co., Limited
Preserving Jars, Again Tomorrow
Another of Neilson's Saturday Lists of High Quality Home Furnishings Priced to Save You Generous Sums of Money
Neilson's Saturday and Wednesday Lists of Specially Priced Merchandise, have become a recognized medium of Saving to our Customers, and are looked forward to with keen interest. A careful perusal of this, will inform you of tomorrow's unusual values.
Solid Black Walnut Dining Room Suite—Priced Exceeding Low for Saturday
$300.00
$95.00 $72.50 $100.00
There are a Number of Odd Dining Room Pieces, etc.
$19.50 $22.50 $19.50
$38.00 $27.00 $23.00
Saturday Sale of Odd Bedroom Pieces
CHESTERFIELDS
$20.00
$100.00
$105.00
$125.00
$13.50
$3.00
$12.00
$2.50
$6.85
98c
$50.00
$6.75
$6.00
$7.75
$9.00
$198.00
$220.00
Clearing the Last of the Marshall Sanitary Mattress
$20.00
$20.00
$11.00
$3.75
$69.50
$35.00
$30.00
$80.00
Saturday in the Carpet Department Brings a Sale of Fine Brussels and Wilton Carpet Squares at 25% Off
Store Open till 9 p.m. Saturday
$71.25 $31.85
$52.50 $43.15
$32.85 $25.00
$20.60 $18.75
$28.00 $35.60
Drapery and Bedding Depts.
CHINA DEPT.
50c
$3.50
17c
15c
55c
$1.00
55c
300 Travellers' Sample Pieces of Cretonnes and Chintzes
35c
$1.75
95c
32c
$10.50
$2.75
3 ... 43c
3 ... 79c
3 ... 39c
49c
79c
17c

Sample of the advertising done by The Neilson Furniture Company.



Artistic advertisement used in a special fashion edition of a local paper.

ment apportioned, illustrations selected and placed, and each item is given its proper position and numbered. Type sizes and styles are next indicated and it is ready for the printer.

The Use of Leaders

All items from each department are, as a rule, grouped together under a heading from that department. This is simpler for the reader and most convenient when measuring the space. We endeavor to choose, at least one item from each department as a leader, and play it up strongly, both in the description and layout. This, we find very successful.

We are firm believers in having prices in bold figures. People like to know the cost of an article. If the price is reduced, say 20 per cent., we do not, as a rule, state it as 20 per cent. off. That doesn't mean much to the average woman. We say, rather, Reg. $1.00, Special 80c. She can then see at a glance the reduction.

A regular schedule is followed. A smaller ad. on Monday with no price reductions, and a full page on Friday, for Saturday selling, is used. The Friday ad. usually carries price reductions. This system enables us to keep our stocks clear of stickers and odd lines. Some merchandise is bought specially for the Saturday selling.

Keep Scrap Book of All Ads.

We keep a scrap book of all our ads. with leaves large enough for a page, 8 columns by 22 inches. As each ad. is published it is clipped and pasted into this book for further reference. Copies are also clipped, and posted in each department, that our salesmen may be thoroughly informed of what is advertised.

When the copy is sent to the printer, the space required, and the cost is entered in a journal. The bills are sent from our office to the advertising department to be checked before paying. After the bill is passed, each ad. is measured, and space used by each department is charged to it. For this we have a "department advertising distribution book" in loose leaf form. Once a month each account is totaled and recapitulations made on a sheet assigned for it. Twice a year a recapitulation is made by mediums, which acts as a double check on the totals. The one form does for both charges and recapitulations. This method keeps a close, easy check on our advertising expenditure and enables us to keep well within our appropriation.

Link Display With Advertising

We link our window, and interior displays as much as possible with our newspaper advertising. Price tickets are printed in blue, with our name plate, and the words, "As Advertised," which are used on the advertised merchandise. All other price tickets have our name plate in black, so that if an article has not been advertised it is not represented as being advertised. This we find more than pays the cost of printing.

Our experience is, that copy must be vital and straight to the point, short and crisp, and carry a specific message backed up by the goods. Systematic, close check on expenditure, continual study of the field, careful selection of lines, studious preparation of copy, and everlasting perseverance, we should say, are necessary to successful advertising.

A CLUB REST-ROOM

The following suggestion comes from a man of experience, who declares it can be done: A splendid idea in a town of medium size would be for the merchants to join hands and secure and equip a rest room for their out-of-town patrons' use. There should be two rooms, one for the men and one for the women, besides the main room. Easy chairs, a couch, table with late magazines, telephone, pictures on the walls, toilet rooms and other things needful to make it comfortable. Issue a directory of all firms in the town, giving the lines they handle and street and number as well as firm name, and have several copies in the room; but do not cover the walls with advertising. Remember, it is to be a rest room, and make it such to the exclusion of all else. If a restaurant can be run in connection with it where meals or lunches can be had at a fair price, do so.

HOW BIG U. S. PLANT BUILDS BUSINESS

Excellent merchandizing organization works for efficiency in sales making—Second article of a series written for the Canadian Furniture World by C. B. Chatfield, designer, with the Northern Furniture Co. of Sheboygan, Wis.

IN a former article I have written something of the policies of the Northern Furniture Company, of Sheboygan, Wis., in the hope that it may be of practical interest to manufacturers in the Dominion.

These are troublous times, and many manufacturers find themselves confronted by problems which are new and strange, not the least of which is the procuring of raw material.

Working With Native Woods

I have told in my former article how we took the native woods most conveniently at hand and turned them into furniture smacking of respectability. We did it furthermore with the labor at home, and made such help as was needed. How successful the Northern was in this is accentuated by the fact that most of the leading manufacturers of the Dominion have from time to time purchased models from the Sheboygan factory to reproduce and develop for the benefit of the Canadian trade.

It is undoubtedly true that the Northern shows a fairly long line, but it is also true that it is not one-quarter of the size of similar lines when compared to the amount of goods actually shipped. How then can this concern do a volume of business greater perhaps than any woodworking plant in the United States, on a relatively short line, for it really is such—and at the same time occupy the position it does in its peculiar field.

Value of Good Merchandising Organization

The answer itself is simple and comprehensive. The Northern has the most complete merchandizing organization of any furniture factory in the country. The Northern stands pre-eminent among case goods houses in the disposition of its product.

The sales are credited two ways, directly to the salesman, and indirectly to the sales department. The salesmen however, receive credit for all business which comes off their territory. Direct sales, that is by personal solicitation, constitute about fifty-six percent., approximately, of the total orders booked. What then of the remaining forty-four percent? This I will explain.

The super-sales if I may call them such, are traceable directly to the catalogue which is issued annually. The mailing list includes dealers who never see a representative of the company. Salesmen get into a habit of calling on their friends, and in this way limit their field to such prospects as they know personally. The catalogue goes to all dealers alike, the word exclusive being unknown to the Northern, and the company, unlike the salesman, is pleased to call any dealer friend who orders goods.

Having the Goods Ordered by Catalogue

But right here let me say that to hold the esteem of the dealer who orders from a catalogue the factory must always be in a position to make prompt shipment of goods ordered, for the obvious reason that the small dealer who orders from the catalogue usually has the goods sold. In fact, the Northern recognizes this to be the case, and prepares to meet the condition before the catalogue is issued or superseded by a new one. Not only does this company have goods made up and warehoused several weeks before the catalogue is off the press, but they depend upon the catalogue to work off old stock after it has been, ostensibly, discontinued. The latter accounts in a large measure for the fact that the Northern seldom has any "close outs."

Promoting Continuous Business

Another factor in promoting a continuous flow of business is the fact that the Northern salesmen are schooled to urge a dealer to keep the suite complete on his floor. If he should break a suite the salesman who happens along would much rather take a fill-in order, than an order for a new suite which perhaps your dealer had not previously stocked.

It is a peculiar trait in human nature that people covet their neighbors' furniture among other things, and if Mrs. Jones has a Louis XVI dining room set, it is quite natural that Mrs. Smith will want one exactly like it. A prominent merchandizer in Pittsburg has a fashion of putting sold tags on the pieces he wishes to move—the sample never leaves the floor, and as fast as sales are made a sale tag is tied to the piece, ad infinitum, or until his supply is exhausted.

Same Price and Terms to All

The Northern representatives have no quarrel with the catalogue, in fact one told me this: "When I go into a store I find out if our catalogue is around, and when I leave I make sure that it is on top of the others."

Fair treatment to all, and one price to all is another reason for the Northern's success. They aim to treat every dealer alike. "Our customers," said a former manager, "are those who order our goods. As long as they pay their bills promptly, they have every right to expect honest service from us." How different this is from the policy of some factories goes without saying. I know many factories, which never quote the same terms twice in succession, a policy based upon the fatuous theory of "anything to get business."

I have hinted in a former article that the Northern back their own game. This is literally true. When it is decided to run a suite a cutting is made, not as is frequently the practice, after it is sold, but before it is even offered to the trade. When an order is placed for a suite, the suite is ready to ship, and is shipped. Perhaps you may not believe that car load orders leave the factory at Sheboygan the same day the order is received, but I have known this to happen time and time again. Frequently, buyers returning from the market are surprised to find a carload of Northern

goods on the floor, which they had ordered anly a few days before.

Service is Keynote

So I say, that if times were normal, the Northern would undoubtedly be doing a business of around two million dollars a year, and fully forty per cent. of this business is directly traceable to service.

The sceptical will say, "Yes, that's all very well, but it costs money to pile up stock," which we will admit, but on the other hand by this method the Northern is speeding up their turnover fully twenty-five percent. While their competitor is awaiting orders, the Northern is filling orders, that's the difference. The proverbial nimble shilling is working overtime. Will any business man care to deny the suggestion that goods received in August are more liable to be sold by Christmas, than those which come limping in around December the first?

It will undoubtedly be admitted by many of my readers that they have much less trouble to produce goods than to sell them at a profit. Whether this is generally admitted or not matters little, as the history of our business proves beyond peradventure that the foregoing statement is true.

Three Big Factors

Every operator should endeavor to maintain a proper balance between production and sales. But how often is this the case? Here in Grand Rapids it is admitted that more effort is spent in producing well-designed and well-made furniture than anywhere else in the country. If this were not so, why would the buyers flock to the market twice a year, at considerable expense and inconvenience, to scan the offerings of the highest paid artists in the business?

The Grand Rapids factories rely upon three factors to maintain prestige— first, design; second, quality; and third, value.

While my studio is located in Grand Rapids, my clients are those from outside, and it has been one of the hardest problems with which I am confronted to give my goods the same relative value, quality and intrinsic merit considered, as obtains in the Grand Rapids products. I have stated that Grand Rapids relies upon design, quality and value, but perhaps it might be stating the case more fairly to say that design and quality make the value, in the eyes of the dealer.

Salaried vs. Commissioned Travelers

But have the Grand Rapids factories maintained the balance spoken of above? I am inclined to take the negative. They have relied almost entirely upon their product to attract sales, instead of organizing to promote sales. A great many factories here sell their goods through commission men. Some have salaried men, but not enough of them. Selling furniture on commission is slapstick merchandising. When times are good the commission salesman meanders over his territory in a desultory fashion. Business is good, why hurry. But let demand slacken up, and the average commission man hurries home, and the burden of his song is, "Why should I spend my money to travel?" If there ever is a time when a factory needs representation, it is when business is dull, and this can only be brought about by having a salaried selling force available at such a time.

It is true that for weeks at a time the Northern is compelled to call in their men. But the salary they draw at such times is compensated for by excess, or super-sales, and by the law of averages. The Northern has a very ingenious plan of compensation, by which the salesmen have a personal interest, and all interest to be real must be personal, in the company's business. Their annual income is based upon their total sales. For instance, let us assume that a salesman is drawing $2,000 a year flat. His expenses we will assume to be $1,500. Now, let us assume that the factory estimates the cost of selling its product to be five per cent. of the gross, so therefore the salesman quoted will have to sell $70,000 (credit being allowed him for mail) in order to earn his salary. Now, what happens if his sales total $20,000 more than his quota? Simply this, he is allowed, in addition to his salary, 5 per cent. on his first $5,000 excess, 4 per cent. on the next $5,000, and so on down to one per cent., which holds for the balance. It is the merit system applied to selling, the same as you would apply it to production.

You may ask what happens in case the salesman does not get enough to meet the required 5 per cent? Well, in the first place, it will tend to sober him. If he is a good fellow he may still hold his job, but if not——.



No. 6001—Parlor table made in solid mahogany.



No. 9003—Tilting table, made in mahogany and walnut.



No. 9206—Sewing table made in solid mahogany and American black walnut.

From The George McLagan Furniture Co. Limited, line.

"IT IS BETTER TO CONVINCE ONE PROSPECT THAN TO LEAVE TEN COLD."

IT was in these few well-chosen words that Joseph R. Skaletar, manager of the Crescent Home Furnishers, of Winnipeg, Man., enunciated a principle that all dealers would do well to adopt as a policy and impress on their selling staff in no uncertain manner.

After all, it is the actual making of sales that counts in business. True, a certain amount of missionary work that may lead to future sales, is not only desirable but essential, but there are altogether too many salesmen who spend too much of their time in the so-called working up of business and not enough in the real landing of it. Like an army without organization or leadership, they go cavorting all over the map looking for a vulnerable spot which will prove "easy picking." And the result is, they tire themselves out and attain very little in the way of actual results.

If you have been one of those men in the habit of running around in circles and never arriving, it is time for you to call a halt. Instead of attempting to give attention to half a dozen customers at once with the result that you make no headway with any of them, apply yourself to interesting and selling one customer at a time. Put all your effort and enthusiasm into the one prospect at hand and you will find the sales records will smile more brightly on your behalf.

And the same principle holds true in regard to other departments of selling effort—advertising and window display. Instead of mentioning everything that you carry in the store in one advertisement, take a limited number of articles and treat them in a manner that will arouse real interest and lead to sales. Customers are not so much interested in a directory of the goods you sell—they have a pretty good idea of the line you handle—but they do want to learn more about specific articles and the particular reasons why it will be best to buy them at your store.

Window display should be handled in the same way. Instead of a conglomeration of goods picked from all the departments in your store, have each display devoted to one article or combination of associated articles. Concentration on one line will really catch the attention of prospective customers and create more sales than displays in which a little bit of everything is shown.

A wholesale house known to the writer, recently hired a city traveler who worked harder than any other man on the staff but who remained on the payroll less than a month. Lack of concentration was his downfall. He covered more territory and called on more prospects than half a dozen other men. He was so busy travelling, however, that he didn't have time to sell. He was trying to cultivate too much ground and as a result did not dig deep enough to expect any harvest.

Study intensive cultivation of prospects. Remember, it is not the amount of ground that you plow that counts, but the harvest you reap. It is better to convince one prospect than to leave ten cold.

Canadian Furniture World

TORONTO NOVEMBER 1918 CANADA

A WAR-TIME REQUEST

To Our Subscribers:

About your subscription receipt:—Instead of sending you a receipt for your renewal subscription, we ask you to watch the expiry date on your next copy. By it you will see your remittance has been received—it will be advanced accordingly.

Thanking you, we are

Gratefully yours,

THE COMMERCIAL PRESS, LIMITED,

32 Colborne Street, Toronto.

The Children's Trade

The children's trade is well worth going after at Xmas time, and for two reasons. The first is the fact that it can be worked up into a big feature by the dealer going after it real aggressively. Secondly, the interesting of the children is an excellent way of getting the older ones into the store.

One Canadian firm which makes a strong bid for the juvenile trade is Wright's Limited, of Sydney, N.S. They always devote big advertising space to suitable lines. The lines featured include toy furniture, dolls' beds, children's furniture, kiddie-kars, kindergarten sets, dolls' carriages, sleighs, rocking horses, wheelbarrows, children's chairs, rockers and high chairs.

Many of these lines are exceedingly useful. This point can be made to customers this year when practical gifts are in vogue.

Many dealers offer to hold selected goods for children and deliver them on Christmas eve.

* * *

Museum to Help Furnishing Industry

Believing that the era of progress which the war will usher into the world, will see an exceptional development in the various industrial arts, the Metropolitan Museum of Art, New York City, have taken a step to afford assistance to manufacturers of decorative art objects, from furniture and textiles to garments and jewelry. The museum has established a department devoted specifically to the requirements of producers and dealers in industrial art objects, which will endeavor to render accessible the invaluable resources of the collections for the betterment of American design and craftsmanship. This office will be in charge of Richard F. Bach, of Columbia University, formerly one of the editors of Good Furniture Magazine. Mr. Bach's experience in the field and especially his knowledge of the nature of the design problem as related to the requirements of manufacture and merchandising will make it possible for manufacturers to obtain great assistance.

It is planned to make this departure on the part of the museum directly useful to all designers and producers, dealers and manual craftsmen engaged in any way in connection with the making or selling of furniture, fabrics, floor coverings, clothing, metal work, woodwork, jewelry, laces and any other industrial art branches.

* * *

Furniture—A Useful Gift

This is going to be a year of practical gift giving. During the past few years there has been a decided increase in useful gift giving at Christmas time because the public have been of a more sober and practical turn of mind since the war commenced. The Thrift Campaign conducted by the Government this fall has greatly reduced the amount of money invested in unnecessary and foolish articles. People have been taught to think before spending their money. This habit is going to show in the purchasing of Xmas gifts this year. This will all prove of value to the furniture dealer because he handles articles of a practical and useful nature. This fact should be played up strongly in advertising, window cards and selling talks.

* * *

The Gift Certificate Plan

The gift certificate plan is not used as extensively as it might be. We believe a good many dealers would find it of material value if played up in the proper manner.

What we mean is the plan of selling certificates of any value, good for goods to the amount stamped at the store at any time. Any person desiring to give a piece of furniture for Xmas, and not knowing exactly what the recipient most desires, can purchase a coupon for the amount he or she wishes to spend, and present it to the one to be remembered, so that they can make their own selection. This is better for the recipients, as they do not get articles which they do not require.

It is desirable to give considerable publicity to the plan in order to make it a success. Coupons might be left at the store until the week before Christmas, when they could be distributed by the store with the compliments of the giver. The recipients can go down to the store at any time and select the goods desired.

* * *

Furniture Advertising

An interesting article on the handling of furniture advertising as followed by the Neilson Furniture Co. Ltd., of Calgary, appears in this issue. It was especially prepared for The Canadian Furniture World by Mr. A. E. Harris, advertising manager of the company, and contains so many practical suggestions as to the systematic handling of advertising by furniture stores as to make it well worthy of perusal.

The big difficulty in a large number of stores is that the preparation of advertisements is left to spare moments and copy is generally written in a hurry, making study as to subject matter and arrangement that

will draw business, almost an impossibility. This is a shame in view of the fact that advertising space costs money.

Mr. Harris points this out and says that an ad. should be started in sufficient time for it to be in the hands of the printer two or three days before it is to appear, particularly so where type is set by hand. He points out that a much better job is assured and nothing but the best is good enough.

* * *

Getting After the Christmas Trade

It would help retailers immensely in securing business during the Christmas season if they would, before the trade begins, get up a neat circular or folder showing lines that would be particularly appropriate as holiday gifts.

Such a circular should have illustrations, the prices at which the articles enumerated can be purchased, and should be sent into every home in the vicinity in which the store is situated. The cost will be relatively small compared to the possible results obtainable. An attractive advertisement in the local newspapers will increase the effectiveness of the circular or the folder, as the case may be.

* * *

Prepare for a Rainy Day

Many merchants are enjoying greater prosperity than they have ever known before because of special circumstances that have worked to their advantage. This condition of affairs will not last forever, however, and accordingly, it behooves the dealer to prepare a solid financial foundation that will withstand any depression that the future may hold.

There is a tendency on the part of many merchants to get reckless in their personal expenditures because of the larger profits they have been making. This is bad policy. The business sun is shining brightly at the present time, but there is a rainy day ahead that should be prepared for.

Not only curtail personal extravagances but clear up book accounts that are due you while customers have plenty of money. There will come a time when they will not have so much available cash.

* * *

Trade is Coming His Way

A friend of mine tells me that a new dealer has bought out a furniture business that has been located near his home for some time, and is booming trade in a manner that must certainly be a surprise to the previous owner.

The new proprietor is getting the trade because he looks like a real business man and has his store looking like a real business place, says my friend. He doesn't run around the store with dirty shoes and two day's growth of beard on his face, as the previous man. He is attentive and friendly to customers. He keeps his store bright and neat, changes his windows frequently and does a good deal of advertising.

And he is getting the trade—trade that the previous owner didn't get.

* * *

Spur Yourself Into Action

A dealer in one of our larger cities recently bought out a new business, and since taking it over has been putting some real life into it—more life than he ever injected into his other business.

What is the explanation of this? Why did he allow his other business to drift along in a desultory manner? Why did he not put the same energy behind it as his new store? It is very difficult to explain this except on the score that the very fact that the latter business presented something new to work on, aroused his ambition. Fresh subjects of interest are always inclined to enthuse us for a time.

However, a man cannot be buying out a new business every little while in order to stimulate his interest and ambition. Why should he not find it possible to arouse himself to renewed energy on behalf of the business he already possesses. There are always greater records to be attained in every business that should stimulate effort. It is probable that a little mental spur is required in order to do this. The trade papers do their best to goad the dealer into action, but it is also essential that he use a little will power himself in order to keep his efforts at a high level.

* * *

Make All Departments Pay

Many merchants are inclined to the idea that as long as their business as a whole is showing a profit that it is not necessary to worry about the progress of each individual department. This is a bad attitude for the business man to take because if any one single department is running at a bare margin of profit, another has to make up the deficiency.

Aside from some lesser sidelines that may be conducted on a small margin for general advertising purposes, every department should be made to stand on its own feet and contribute its full share of profit towards the desired total for the business.

* * *

Didn't Know It Was a Fight

The country merchant who does not do anything to combat the inroads of the mail order concerns until they have sadly wrecked his business, reminds me of the simple individual who was attacked by a roughneck and emerged from the fray with disfigured face and badly bruised body.

"But, why didn't you fight back?" he was asked by a friend.

"Why, I didn't know it was a fight," was his illuminating remark.

THRIFT—ELIMINATION OF WASTE

FOR years Europeans visiting Canada and the United States have expressed the view that the methods of these countries are wasteful. In the household the Canadian woman has not learned to make use of the odds and ends of food products as has the European. In mining, lumbering, manufacturing and in distribution our methods have been wasteful in many ways.

The war has caused much thought about these matters, and has led to the correction of many wrongs and wasteful methods.

Canada is to-day in the position of having to finance herself, so it is the patriotic duty of every Canadian to be thrifty, to stop waste in every form in the home, the store, the factory, the lumber camp, the mill and the mine.

The first duty of each business man is that he himself should study, and that he should train his staff to help him to study the methods in his business to see if there is waste that can be reduced.

Merchandising Suggestions from Our Exchanges

Methods and ideas in furniture retailing as seen by other journals

DOES YOUR STORE "KEEP TIME?"

SOME stores are like the watch that the curio collector tells about. It was worn for a time by a Sultan of Turkey, it was solid gold, studded with a diamond and two rubies, it was ornately finished with a beautifully engraved design; it was a wonderful watch—but it didn't keep time. Too often a dealer moves into a handsome new store, with ornate front, attractive show windows, beautiful display rooms, attentive clerks, and yet business doesn't seem to come along the way it should, because, somehow, the store isn't "keeping time." It may be any one of a hundred little things that keeps the mechanism of the store from running smoothly. Perhaps it's a tendency to promise to deliver goods "this afternoon" when in reality they are sent around "day after to-morrow;" or it may be that the collection department is a little too pugnaciously aggressive. A study of your sales sheet for the last month or two ought to tell you whether or not your organization is ticking along serenely, as it should. If it isn't keeping time, take off the lid and find the grain of sand in the works—to-day. —Chicago Furniture Journal.

WOMEN THE LARGEST BUYERS

IN a store selling goods used by men, women and children, such as a first-rate department store, the proportion of shoppers averages five women to each man. These figures were obtained after a good canvass of the retail shopping district of the city of New York. The ratio in Chicago is said to be six women to each man.

It might be well, therefore, for furniture dealers to address their advertising more specifically to women, in language that women understand, because it has been demonstrated that in twenty of the largest cities of the country (including Canada,) out of 100 furniture purchases, 60 of them are made by women. The proportion of purchases of other commodities made by men and women as disclosed by a careful investigation showed that out of every 100 purchases, the following were made by women:

Men's suits, 24; men's gloves, 32; men's shirts, 40; men's linen, 55; men's handkerchiefs, 65; men's hose, 65; men's underwear, 70; boys' clothing, 65; furniture, 60; pianos, 65; household articles, 90; automobiles, 30; women's clothing, 98; adornment, 80; food, 90.

Eighty per cent. of the buying appears to be done by women, and even when they don't actually buy, their influence on the husband or brother who does is so great as to amount to the same thing. Therefore, it is always well to propitiate the ladies.

In showing furniture to women, when it becomes necessary to make comparisons in style and cost, be very careful to show exactly where the difference in price comes in. Much technical detail is seldom needed, but there are points of difference in furniture that ought to be kept in mind and clearly explained.—Northern Furniture.

GUNNING FOR BUSINESS OVER THE PHONE

THERE is a retail furniture house in New York that is evidently working a carefully laid out telephonic campaign for the sale of furniture, if the experience of one woman who has lately moved into a new home can be taken as an indication. The polite and imperturbable persistence of the salesman was worthy of a medal according to our informant. First came the 'phone call, when he gave his name and house, and stated that "a friend of yours" had informed him of the lady's removal and assured him she would be interested in some new furniture for dining room, bedroom and other parts of the house.

Who told him? Well, he had forgotten. But he had a splendid selection. Would she come up and see it the next day? Not then? Well, the following day. At what hour? He would like to put it down in his engagement book and be sure to be in, for he wished to show her the furniture personally. Suppose we say 3 o'clock. You cannot be sure? Well, I will put down the hour and trust to be able to meet you at that time.

The lady addressed had no idea of buying anything in the line at the time, but there was no chance of refusal and she was held by the salesman's pertinacity. She did not keep the "appointment." The next day came a card, specially prepared, with blanks for filling out and with a date filled in for the following day and the location of the warerooms where the goods were to be seen, a well-known wholesale salesroom. How far this long distance solicitation will go remains to be seen. But the man surely deserves some business.—Furniture Trade Review.

"CASHING IN" ON PIANOS

AN aggressive furniture dealer in a thriving city of 25,000 has been remarkably successful in building a profitable piano business. His mailing list includes the names of practically all girls in his community of an age to be interested in music, and to their parents he makes an urgent appeal to place in their homes one of his high-grade instruments, emphasizing the many advantages, social and otherwise, which a musical education affords.

A recent musical contest conducted by this dealer, open to all girls not over 16 years old, proved highly successful both as a means of stimulating interest in music and advertising his line of pianos.

Each contestant was permitted to play on a Blank piano any selection she herself selected, and the one who, in the opinion of three disinterested judges, performed most ably, was given her choice of a handsome music cabinet or piano bench. Other small, inexpensive prizes were awarded to all participants to allay any possible ill-feeling over the loss of first place.

The event was a success. Both the number of contestants and spectators surpassed expectation, and a number of piano sales followed shortly after.—Grand Rapids Furniture Record.

Practical Advice to Salespeople

By A. F. LITTLE,
Managing Director, The Regina Trading Co., Regina, Sask.

ARE you content to work week in and week out for a life time on the average clerk's salary or are you ambitiously aiming at success? Analyze yourself to ascertain whether or not you are on the right road to success. How do you spend your evenings and your spare time? Altogether devoted to vain pleasure and self amusements or are you educating yourself in any way to qualify you to fill a more responsible position. Check yourself up and examine yourself and see if you could not more creditably perform the duties of the position you hold. Each evening review your day's work and determine if you have exerted your best efforts, should you have accomplished more?

Essentials to Attain Success

To climb the ladder of success there are several essentials.

First, you must know yourself. Be confident, be ambitious, be energetic, severely criticize yourself, make your standard the highest possible, strive to surpass any of your efforts or achievements.

Then, too, you must know the other fellow; this is essential to success; educate yourself to know human nature, develop your own personality to be able to influence, to be able to convince; quicken your power of decision, in order to know where and when to act to excell others, and win out. And in the third place, know your business from the foundation up. Do you know anything of the wares you are selling? Is your knowledge of the merchandise any more accurate or responsible with your several years of experience, than that of the junior just beginning? Do you realize and have you taken advantage of the inexpensive trade journals within your reach and all that is necessary on your part is thought concentration. Have you any idea of the cost of running a business? Have you ever wondered if your sales were sufficient to warrant your salary?

Apply Knowledge You Possess

The fourth essential of success is, apply that knowledge which you possess. Granted that you know yourself, your own powers and possibilities. Granted that you know your customer, how to approach, to convince and to satisfy, and also granted that you know your business thoroughly, but if you failed to exert yourself and apply that knowledge, all would be of no avail whatever.

A place of business is opened, the management advertise, inviting the public to accept their hospitality. Sales people are engaged to receive the callers. Is it anything but natural to expect kindness, courtesy, and attention from a hostess? Would a hostess even if busily engaged in conversation fail to give some attention to the newly arriving guests? And is she not ever on the alert for the welcome and welfare of those who call? The salespeople of a store are the hostesses in every sense of the word. Are you proving yourself to be an ideal hostess?

Business institutions are looking for able minded and sound bodied men and women, those who refuse to be mercly a piece of machinery but who are willing to bring to their firm active, progressive and intelligent effort; who are willing to do their work better than it has ever previously been done and who are never for a moment satisfied with the standard of yesterday. A writer has said: "The salesman or saleslady who works intelligently and does the best he or she can, is always improving. The best of yesterday is outdone to-day and the best of to-day is outdone to-morrow. It is this steady progress, day by day and week by week, no matter from what point it starts, that accounts for the rise of every man and woman from servitude to affluence and power.

Good Advice for Sales Staff

By J. H. CURLE, Secretary Manitoba R.M.A.

GREATER consideration for the consuming public in supplying it with intelligent and up-to-date service must go hand in hand with increased wages. This is a fact that must not be overlooked by clerks. Retail clerks should have a greater knowledge of the goods which they are responsible for selling so that they are ready to give people information regarding goods, as to how they are made and what they can do. The human element is the chief factor in business to-day. Competition always existed; formerly it existed in capital, but now it is becoming largely a matter of service—personal service. Salesmen and saleswomen must improve and become efficient. This can be brought about by greater loyalty to employers and the closer co-operation of managers of departments and those working under them.

Selling is a profession and the sooner it is recognized as such the better for business. The selling force of men and women must improve, for the buying public is demanding a more intelligent and helpful personal service.

Here are a few rules which might well be used by salesmen in getting business:—

Be alert; place yourself at the disposal of the caller quickly.

Anticipate the caller's wishes pleasantly.

Make tactful suggestions.

Advise the caller of new goods or of some special bargain.

Keep posted on what is offered or advertised and how the stock stands. Be helpful in directing inquiries to other departments.

Keep yourself in good physical condition. This will build up your personality and your ability to persuade.

Recognize your calling as a profession and keep fitting yourself for it by study and practice in those methods which have placed your fellows at the top of the ladder.

PREPAREDNESS

The old lady was visiting the prison and showed great anxiety for the future welfare of the inmates. One hard-visaged old jail bird in particular enlisted her sympathy. He was in for burglary.

"When does your term expire?" she questioned.

" 'Bout another two years, mum," was the reply.

"Tell me," she urged solicitiously, "have you any plans for the future?"

"You bet your life, mum," was the response. "I've got the plans of two banks and a post office."

HARM BY LOOSE USE OF WORD "VALUE"

In retail advertising, declares a bulletin issued by the National Vigilance Committee of the Associated Advertising Clubs of the World, more harm has been done by the loose use of the word "value" than has enshrouded nearly any other one word.

Inasmuch as nearly all of the States now have truth-in-advertising laws and in further consideration of the fact courts have held that value is not a mere matter of opinion, but it a statement of fact, a Pacific Coast carpet sweeper case which the Vigilance Committee recently investigated will be of especial interest.

The advertiser, a department store, announced that the sweeper which it declared was of "$3.50 value," was on special sale at 98 cents. It did not profess that it was discontinuing the line, or that the goods were damaged. In the absence of any stated reason for such a cut in price, the local Vigilance Committee concluded that most people would not believe such a statement and that, therefore, the advertisement would be hurtful, even if true, and the committee doubted very much it was true.

Investigation showed that it was not a $3.50 value, although an excellent value at 98 cents, which was below cost, apparently. However, the committee had in mind a court ruling that an untruthful statement constituted a law violation even though the purchaser did get good value for his money, and the advertiser was warned against a repetition of the error.

Carrying the investigation further, the National Vigilance Committee learned that the sweeper advertised is made for use of stores, and especially department stores, for "special sale" purposes, and the matter has been called to the attention of local advertising club committees in other communities, who are also on the lookout for law violations in connection with it.

There is no objection on the part of the Vigilance Committee to the practice of buying articles for special sale purposes, of course, so long as the store tells the truth about the merchandise, but stores are warned and, when necessary, their owners are prosecuted for untruthful statements about values.

The members of the retail department of the Associated Advertising Clubs have adopted a standard practice in relation to such statements which is interesting because the members of the department framed this declaration both with the thought that adherence to it would avoid possible law violations and would, at the same time, result in advertising of a confidence-building, as against a confidence-destroying type.

These retailers have pledged themselves not to compare an advertised price with a "former" or "usual" value unless they refer to the price obtained in their own store during the current season for identical goods, and many of them go a step further and do not use a statement concerning a former value unless there was a sufficient quantity sold at that value to establish the price very definitely.

It is largely because of the danger of over-statement in such advertising that a number of important stores in the United States have entirely stopped using comparative prices, never stating what the former value of former price of an article was. They announce that the value is special, and they usually call attention to the reason—that the goods are slightly soiled, the line is to be discontinued, it is near the end of the season, or some other reason that will make the customer understand why special values might be expected.

Craftsman Quality

DU PONT FABRIKOID



Stainproof

Liquids spilt on leather—even the best and most expensive grade of leather—sink into the pores and permanently stain it. Liquids spilt on Fabrikoid are simply wiped off with a damp cloth.

This is but one of the points of superiority of Fabrikoid. Craftsman Quality Fabrikoid costs no more than the best grades of leather, yet it wears and looks better and gives much better service than the best leather.

Keep it in stock for your customers. Have all furniture upholstered in Fabrikoid and give your customers the best on the market. Department Stores, Dry Goods Stores, Furniture Dealers, etc., write for details.

DUPONT FABRIKOID COMPANY

Factory and Sales Office: NEW TORONTO, Ont.

KNOBS *of* NEWS

The Queen Upholsterers and Mattress Makers of Toronto, have recently been registered.

Mr. Peter Hart, an employee of the Preston Furniture Co. Ltd., of Preston, Ont., was a victim of influenza.

W. H. Palmer, of John Palmer & Son, furniture dealers and undertakers, of Aylmer, Ont., passed away this month.

Pte. L. Breeye, who was with the Ideal Bedding Company, of Toronto, before enlisting, has been wounded. He was previously gassed at Passchendaele.

The Adams Furniture Company, of Toronto, was one of the firms to win honor flags in connection with the Victory Loan. Eighty-four per cent. of their employees bought bonds.

W. G. STODDART, OF CORNWALL, DEAD

W. G. Stoddart, furniture dealer and undertaker, of Cornwall, Ont., passed away in October, from pneumonia. The deceased was born in Woodville, Ont., forty-two years ago, being a son of the late W. G. Stoddart, a prominent furniture dealer and undertaker. He followed in his father's footsteps, carrying on business successfully at Chesterville, Cannington and Grand Valley, after branching out on his own account. He located in Cornwall nine years ago and had made excellent progress. A little over a year ago he completed a fine new block at the corner of Pitt and Thirds Sts.

The only son of the deceased, Wm. A. Stoddart, was killed in action in France, on June 3, 1916, when only 19 years of age. A brother, D. H. Stoddart, was killed in action about six weeks ago while another brother has been a prisoner of war in Germany for two and a half years.

FREDERICK A. BACKMAN DIES

After an illness of three days from influenza, Frederick Archibald Backman, late of Montreal, passed away in Toronto. The late Mr. Backman was a graduate of the Parkdale Collegiate and Toronto University. He was an active member of Bonar Presbyterian Church while in Toronto. He was also the sales manager of the Alaska Bedding Company of Montreal. The funeral took place from his mother's residence, Mrs. Christina Backman, widow of the late Mr. John Backman, at 379 St. Clarens Avenue, Toronto, on Nov. 5. The late Mr. Backman is survived by a wife and twin daughters, two sisters and one brother, Miss Phoebe, Miss Mary, and Sgt. Donald of the C. A. M. C. stationed at Toronto.

FEATURES TO ATTRACT THE CHILDREN

If you handle juvenile furniture or toys, some special effort should be put forth to interest the children. It will serve as a means of reaching the parents and securing their business.

Evans, The Furniture Man, of Cornwall, Ont., had a Santa Claus in his store to interest the children. A section of his ad. headed "Children" read: "Let us tell you that Santa Claus is a very busy man and it is impossible for him to be everywhere at once, but he has promised that he will be at our store and attend personally to the wants of all good little boys and girls. Make your wants known to him. He will place in our store everything in the line of miniature furniture, sleighs, doll carriages, doll trunks, beds, bureaus, washstands, sideboards, tables, rockers, etc., that will delight the hearts of the little folks."

The Robert Wright Co. Ltd., of Brockville, Ont., prepared a special Christmas Entertainment for the little folks entitled: "When Santa Climbs the Chimney," which was put on in their recital hall from 2 to 4 o'clock the week before Christmas. It was intended for little ones from 3 to 8 years and showed Santa Claus arriving via the chimney and fire place.



No. 6197—Tea wagon in William and Mary design which can be supplied by the Canada Furniture Manufacturers, Limited, in mahogany, quartered oak and walnut

ALL THE FAULTS OF FRIEND HUSBAND

She entered Selfridge's and complained about a lamp she had purchased, demanding that it be taken back.

"What's the matter with it, madam?"

"It has all the faults of my husband, with none of his virtues."

"Please explain yourself."

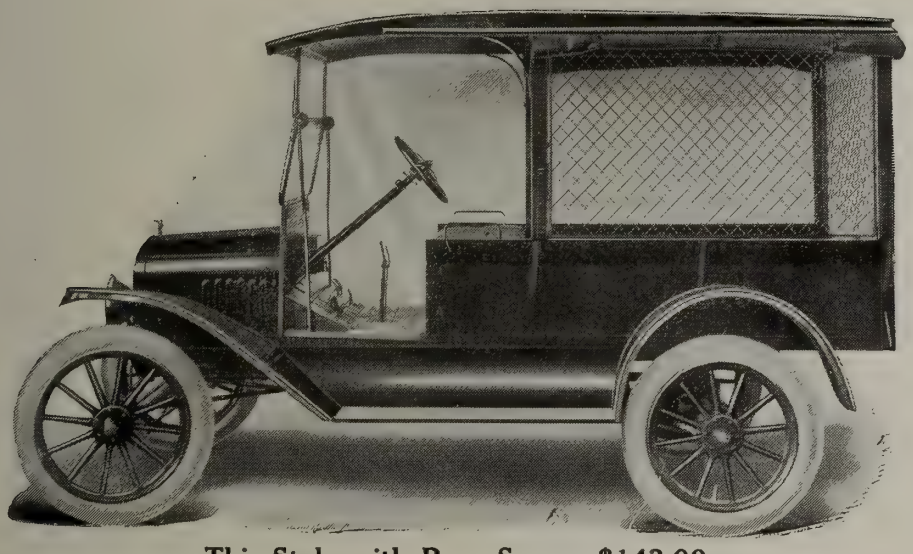
"Well, it has a good deal of brass about it, is not remarkably brilliant, requires a good deal of attention, is unsteady on its legs, flares up occasionally, is always out at bedtime and is bound to smoke."

C. B. CHATFIELD

Designer of Furniture

GRAND RAPIDS - Michigan, U.S.A.

Put the Right Kind of Body on Your Motor Delivery Chassis



This Style with Rear Screen $143.00

Four Standard Styles of Bodies Interchangeable on Same Chassis

Have Some Style About Your Delivery

Poor Delivery Service Loses More Trade than any other single fault in the average storekeeper's system.

Perhaps you have long pondered the question—"How Can I Improve My Delivery?" Here's the answer: Get a Babcock Body on the Chassis of Your Motor Car.

Babcock Commercial Bodies

are very handsome in appearance, are constructed of steel skeleton framework, rendering them **Rigid, Strong, and Durable.** If there is no agent representing us in your town, please write us direct for prices and particulars. Babcock Bodies are easy to put on—no expert assistance required. Parts all fit perfectly by actual test before shipping.

If our Improved Stake Body would interest you, write for circular.

Write to-day—You get our reply to-morrow.

CARRIAGE FACTORIES, LIMITED

Head Offices: Excelsior Life Bldg., Toronto. **Sales Offices: Montreal, Toronto, Winnipeg.**

BUY VICTORY BONDS

Talking Machines in the Furniture Store

GET AFTER XMAS BUSINESS

THE big harvest season for the sale of phonographs and records is now approaching, because they make excellent Xmas gifts. They should be featured strongly for this purpose, and it is none too early to begin to boom them for gift purposes. The purchase of a phonograph entails a larger expenditure than for the ordinary Christmas gift and is generally given a good deal of consideration. Therefore, the need of getting prospective purchasers thinking of them right away.

A considerable time even before Thanksgiving, one Ontario firm began to feature phonographs for Christmas. Some of the readers used in this connection were:

"Right now is the time to order your Xmas phonograph. Prices are going up. Call for particulars."

"A Phonograph that does away with the nuisance of changing needles. This is the kind we sell—call and hear the marvelous quality of tone. We are taking Xmas orders now. Call and get our special terms. Jury & Lovell."

"$10.00 cash and the balance on easy terms will buy the finest Phonograph produced anywhere at any price. Plays any make of record. No change of needles for Pathe or Brunswick records. Call at Jury & Lovell's for particulars."

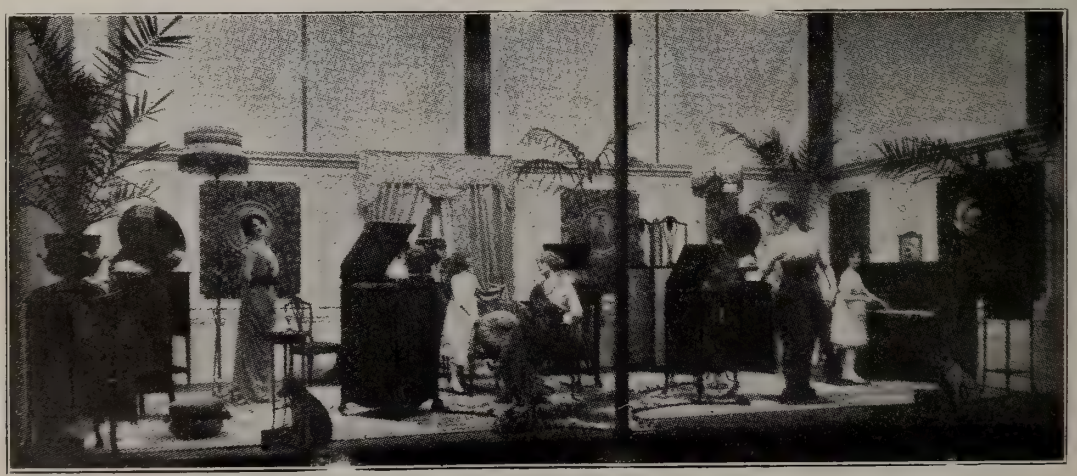
"THE POWER OF MUSIC WILL HELP WIN THE WAR"

An excellent advertisement on this theme was recently used by the Columbia Graphophone Company. It read:

"In Canada there are many thousands of families in which a breach has been made—brother, son or father has entered the service of their country. We have the word of the greatest thinkers of all times that there is nothing so uplifting, nothing so comforting, nothing so soul-satisfying in all the world as good music. England, after four years of war, has not only refused to curtail the phonograph industry, but on the contrary Lloyd George has particularly requested that the phonograph industry be not interfered with, recognizing in the closer atmosphere of war surroundings, and the home depression caused by millions of casualties, that patriotism and high spirits are best maintained by martial music and home songs, and that wide distribution of this form of national support can be obtained only through the availability and comparative cheapness of phonographs and phonograph records. This is a time, above all others, when you should seek to uplift and divert your mind by the irresistible influence of music."

BLOTTER ADVERTISING SHOULD BE SENSIBLE

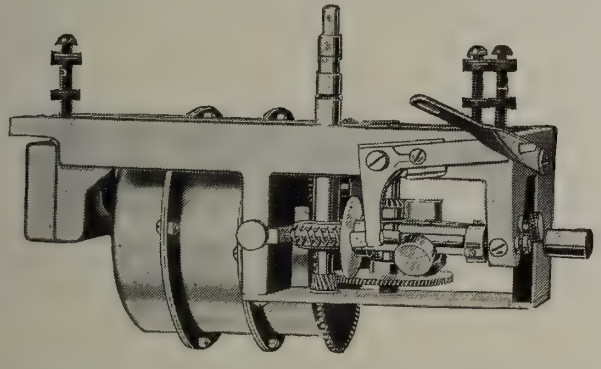
The blotter is a much abused article of advertising, owing to its common use. Nevertheless, when used properly, the blotter offers a good advertising media for the retail dealer who desires to keep in touch with his customers by mail. When carefully distributed a blotter is always useful to the recipient, and the advertising thereon has worth during a longer period. In using blotters avoid the hackneyed or "card" form of copy. Tell something specific about your store, its goods—its policy. An ideal plan is to describe and price a list of special values offered during the month. Another plan is to use the front of blotter for a fac-simile store paper. This can be done by setting the heading across top, and dividing the reading matter in two columns with a rule between. Items of interest about your store, its customers, goods and employees should constitute the copy. Change the color of blotters with each printing when you use them for regular mailing. If you exhaust the variety of colors, use different colored inks.



This window was laid out in the manner of a drawing room. The background is a permanent one with five panels of wall paper introduced ina pink and black effect. The drapings in the background were in pale pink and on the floor was a carpet of the same general color. These combined made a rich and pleasing effect which showed off the mahogany cabinet graphophones. A few palms and one or two pieces of furniture completed this display.

Dayton Motors
Best in the World

Possess all the sterling qualities that go to build up a successful phonograph business. They are sold to builders of all high grade talking machines—and give universal satisfaction to the user. Made of the finest grade of material by skilled workmen. Run without vibration, give long service and build permanent business.



Dayton Motor No. 31

Recommended for All High Grade Phonographs

Capacity over 1500 revolutions of the turn table to one winding. Frame finished in silver bronze. Easily applied to any form of cabinet. Springs powerful, triple, vertical, floating. Easily removable. Turn table drive shaft, high quality steel, especially tempered shaft, running in self-oiling bearings, embody the highest quality of mechanical perfection.

Build satisfaction into your product by using the *Quality Line*—

Dayton Motors
Dayton Tone Arms
Dayton Reproducers

It will bring you more business and satisfy the most exacting customers.

Write for full particulars

DAYTON MOTOR
The Thomas Mfg. Co. Dayton, Ohio, U.S.A.

Toronto Office - 911 Kent Bldg.

Combination Grandfather Clock and Phonograph

Each instrument carries our guarantee

Case of solid selected mahogany or walnut.

Height, 86"
Width, 21⅓"
Depth, 16"

Double strike gong movement with two brass weights and chains, brass pendulum ball and engraved brass dial.

Exposed metal parts of motor and hardware are gold-plated.

Universal Tone Arm will play all makes of records.

This will be a wonderful seller for the Christmas trade. Write us to-day for prices and catalog of other models including cabinet phonographs.

Fully covered with patents.



MODEL "F"

La Favorite Phonograph Co.

369 Queen Street West Toronto, Canada

XMAS TRADE IN PHONOGRAPHS *and* PIANOS

Big field is afforded the dealer at Christmas time to make sales and draw new trade to the store—Some suggestions as to methods given by a writer in the Chicago Furniture Journal—Selling of records a means of increasing profits.

THE fact that pianos and phonographs can be successfully sold by the average furniture dealer is demonstrated effectually by the evidence from hundreds of well-established stores that they are selling these lines and selling them at a good profit. Many a furniture dealer, with vacant space at his command could do equally well were he to make the effort in his home town. But he often gets the idea that the piano or the talking machine is somewhat out of his line, difficult to sell, requires special help, etc., and for that reason does not avail himself of the opportunity he has.

Holiday Offers Opportunity

With the approach of the holiday season his opportunity for making money on the sale of these lines is an especially good one. The talking machine has become an indispensable article in the furnishing of many homes. Built into cabinets of beauty and in a style befitting the other furnishings of the house, it not only meets the demand for music, but also fits in as an article of furniture, and has a decorative value that few housewives overlook.

In order to sell pianos it is not necessary to carry the same stock on hand that a full fledged music establishment must carry. A few standard patterns, medium, low and high priced, of a make that can be guaranteed are all that is necessary, and any variations in style and manufacture being supplied through the catalogue of the manufacturer, which usually provides for makes of pianos in all finishes and styles. No expert musical knowledge is required, as any salesman of ordinary intelligence can readily master the sales points about a piano or a talking machine.

To enable the furniture dealer in the smaller town, especially to judge of the field for this class of merchandise, let him make some inquiries as to where the majority of the people in his locality get their musical instruments. He will find that as a rule the larger part of the pianos and talking machines are sold by traveling men either from the factories themselves or by mail order concerns which flood the district industriously with their catalogues. This business should logically go to the local dealer. But in order to get it he must have the merchandise or some good samples of what he has to offer for sale.

Primarily a Piece of Furniture

To many furniture dealers it does not occur that the piano is largely and primarily a piece of furniture, and frequently a very handsome piece. No modern home is considered complete without a piano of some kind, and it is a fact that the big majority of women when making a selection with the intention of buying consider the instrument as a piece of furniture. In their mind's eye they picture how the instrument will look in the music room or library or wherever it is desired to place it. It must match the woodwork and the other furniture of the room if it is to satisfy the fastidious buyer. Its style must furthermore be such that it harmonizes with the style of furniture used in that room. The makers of pianos have within recent years made a study of furniture styles, and the piano case in Mission, or in some period design, has been evolved to meet the demands of the discriminating house owner.

It is at the holiday season especially that this class of merchandise is in demand. Money that has been saved for months past is to be expended at that time. The fond father, who wishes to please his daughter with a handsome gift can think of nothing more appropriate than a beautiful piano with which to surprise her on Christmas morn. The doting mother, whose son has evinced a taste for music economizes so that she may present him at holiday time with an instrument that will make the gratification of his tastes possible; the family who have for years struggled along with the "old square" of ancient times, join their funds at the holiday season to purchase the newer type of piano or player piano to decorate the home and provide better music.

Talking Machine is Ideal Gift

A decided advantage of the talking machine as a holiday gift is that it is welcomed in pretty nearly every home, and that it suits in pretty nearly every



Model "O" Knapp Phonograph manufactured by the Maestrolian Co., Ryrie Bldg., Toronto.

instance. All persons like music in some form, and for this reason it makes an ideal gift. Furthermore, the cost is no longer prohibitive for a talking machine. Furthermore, unlike some classes of holiday goods, the talking machine can always be sold, and at a good profit. And with each machine records must of course be sold. A choice selection—offered as a bonus with the sale of every machine—say, a half dozen records, offer an excellent clinching inducement where the buyer needs a little encouragement.

A big thing about the sale of records is that there is a constant demand for new ones, and buyers never seem to be satisfied. Besides the high priced operatic records, there is a perpetual demand for those of lower price, and the popular song record is always in demand. This applies likewise to piano player records, which are constantly renewed, as they soon become stale and new music is wanted.

TO PREVENT PHONOGRAPH TROUBLE

Be sure that the needle is held tight or a chattering sound will be heard. Always be sure that the set-screw holding the reproducer to the elbow is tight enough to prevent rattling while playing.

Do not use steel needles more than once—The worn part of a needle that has been used scrapes and injures the grooves of the record if used for a second reproduction.

Reproducer may get out of adjustment—The result is very similar to that caused by a loose needle. Be sure that reproducer is always firmly seated in the proper position.

Insufficient oil on bearings—Dry bearings will cause a grinding noise and prevent instrument from playing records through to completion.

Records covered with gritty dust—Gritty dust on records will not only grind the records rapidly, but will cause a harsh or rasping reproduction.

Incorrect speed—Should the turntable revolve too rapidly or too slowly, the reproduction will be faulty. Test machine occasionally for 80 revolutions a minute, by placing a slip of paper between record and turntable and while playing counting the revolutions for a full minute as shown by the second hand of a watch.

To slow down the speed, turn regulator to the right (clockwise); to increase speed turn regulator to left.

Uneven speed—If motor runs unevenly, causing the music to vary in pitch, it is probably due to dry bearings or dirt in gears—or record may be dirty.

Clean off all dirt and grease. Fill a small clean oil can with clean gasoline and squirt into all gear teeth. Wipe off all remaining dirt and brush out the gear teeth and then lubricate.

"Music to-day is considered one of the necessities of life, ranking with food, raiment, hygiene, etc., etc. Its value to mankind has never been more appreciated than at the present time, when all the world is upset and nowhere is its effect on the minds of people more manifest than in those countries which are now engaged in the greatest struggle of all ages. To-day those governments realize as never before the wonderful power of music for healing wounded hearts and minds, for inspiring hope and confidence, for helping mankind to maintain its faith and equilibrium. Look where you will, and you will find that music makes not alone for the betterment of life conditions, but for life itself."—Ben H. Janssen, before the annual convention of the National Piano Manufacturers' Association.

THE LATEST RECORD CABINET

Every Record at Your Finger Tips

Each cabinet is equipped with alphabetical index book for listing the records, and with numbered guide cards for placing between the records, so that the desired record can be secured from among a hundred or more without disturbing or handling any others.



Patented July 10th, 1917

Made in a variety of styles, in birch, quartered oak, and mahogany. Five-drawer cabinets such as illustrated have capacity for 100 records either 10 or 12 inch. Ten-drawer cabinets have capacity for 200 records.

Every owner of a gramophone should have one of these cabinets.

Write us for cuts and prices.

THE ORILLIA FURNITURE CO., LIMITED

ORILLIA, ONTARIO

VALUABLE HINTS *on* HANDLING APPROVALS

Suggestions given in "The Phonograph' on a problem of great interest to all dealers in talking machines.

By WALLACE BROWN

NOW-A-DAYS you hear a great deal of discussion among talking machine dealers about the so-called Approval Record Nuisance. We find most dealers protesting vehemently—and still doing it, in a more or less half-hearted manner.

As a matter of fact, the approval record business is like the vaudeville juggler's pet stunt. It's a good trick if you do it.

Every dealer who conducts either a systematic or unsystematic approval record service knows that he could make money with it, and probably could increase his record sales considerably—if he only had the backbone to follow the system he has, or put in a system where he hasn't one.

A real record service should be the foundation of a profitable approval business. By record service, I mean an actual, positive and aggressive plan to stimulate record buying, by making it easier for the customer to select his records.

Such a system involves a comprehensive record of each individual customer's likes and dislikes, giving each one of them the individual impression that you do know their preferences and that your knowledge of this, coupled with your knowledge of your own record line, is worth something to him.

Use a Card System

To accomplish this result, we have a card showing every record that each customer has had on approval and every record purchased. When records are sent or taken out on approval, every number is posted on that customer's card; when they are checked in the card is checked, showing which ones were retained.

A glance at this card shows us two things—first, what class of records the customer prefers, and second, whether he is keeping the required proportion of records or not. Whenever new records are released all regular record customers should be either called up on the telephone or written, with some definite suggestion as to a couple of records that you know they want, as evidenced by their previous purchases.

It is not necessary that the customer know that you keep a record of his purchases, unless he is liable to trade elsewhere, in which case this service could be explained, and made a talking point in favor of his making all his record purchases from you.

Especially valuable is this plan with those customers who say, "Send me up some of your latest records. I don't know what I want." You can more nearly approximate his own preferences than by merely sending up, as is usually done, the month's "best sellers."

How Cards Help

These cards also show how often a customer buys. In going over them every month, you will discover good customers who haven't purchased for some time. These people should be written, making some definite recommendation as the excuse for your letter, instead of the fact that they haven't purchased lately. This doesn't look like you needed the money so much as that you are trying to render your customer some definite service.

The labor necessary to keep these cards is a good investment, and where your record business is large enough this branch of the business should be placed in charge of a girl who knows the record line and who has a good telephone voice. The psychological value of a pleasing and coaxing voice over the telephone is not to be lightly scoffed at.

And now about that backbone.

Every customer who wants to take advantage of your approval service should sign an agreement in which they are made responsible for the care and safe return of the records, within a definite time, twenty-four or not over forty-eight hours, and agreeing to retain and pay for at least one-third of the records taken out.

We call this agreement an "Approval License" and use it as a talking point in selling instruments.

The customer must not be allowed to violate the terms of his agreement without his attention being called to it. Should he return all the records or not keep the required quantity, with the usual excuses, the "Boss" (not the salesman) should immediately hold conversation with him. Explain why you cannot afford to conduct the business in any other way, and suggest that the really proper way to buy records is to hear them in the store. Don't show the white feather on this first trouble. If they do it once, they will continue and your system will be on the "hummer."

Give them one more chance after the first warning and no more. Let them go to your competitor.

And, by the way, if we were not all so almighty scared that somebody would spend some money with one of our competitors, we'd all make more money and sleep better nights.

Approval Record License and Agreement

Wallace Brown, Inc., is not responsible for any written or verbal contract or promise other than printed or written on the face of this agreement.

Detroit, Mich. .....191..

For and in consideration of WALLACE BROWN, Inc., extending to me the privilege of the 48-HOUR approval plan for Edison disc records, I hereby agree to the following rules:

WALLACE BROWN, Inc., will allow me to take home, or will deliver to me, Edison Records not exceeding eighteen records at one time. I agree to safely keep and carefully use said records and to be responsible for their safe return to WALLACE BROWN, Inc., within 48 HOURS.

I agree to keep one-third of all records taken out on this plan by me or any member of my family.



It isn't necessary to dig for "talking points" to sell Pathephones—

You can't hide the BIG features—the Sapphire Ball instead of the scratchy, record-destroying needle, and the beauty of Pathe Exclusive Period Designs —with all-wood sound chamber, tone control device, and an ingenious equipment to play ALL makes of disc records as added points of merit.

So plain, so evident are Pathe advantages over other Phonographs that the customer grasps them instantly—so easy to SELL, and just as easy for people to BUY, for they cost no more than ordinary Phonographs!

And you don't have to acquaint people with Pathephones—from coast to coast they see our attractive advertising in the papers.

If you do not handle the Pathephone, write us TO-DAY for our confidential booklet, "A Word With You"—

It will convince you that handling the Pathephone is a source of profit and prestige.

Pathé Frères Phongraph Sales Co.

4-6-8 CLIFFORD ST., TORONTO

DISTRIBUTORS:

Ontario—Pathe Freres Phonograph Sales Co., Toronto.
Quebec—Pathe Freres Phonograph Sales Co., Montreal.
Manitoba, Saskatchewan, Alberta and British Columbia—R. J. Whitla & Co., Limited, Winnipeg, Man.
New Brunswick, Nova Scotia and Prince Edward Island—H. L. Hewson & Son, Limited Amherst, N.S.

AGENTS WANTED EVERYWHERE

I understand and agree that records retained over the 48-hour period are not returnable and may be charged to my account.

I further agree that WALLACE BROWN, Inc., may terminate this agreement at any time, at their option.

I have this day received a copy of this agreement and have read and fully understand same. It is satisfactory to me, and I hereby agree to its terms and conditions.

Business address .....
Telephone number .....
Accepted .....
Signed .....
Address .....
Telephone number .....

Notice that WALLACE BROWN, Inc., is not responsible for the return of any records. They will try and make the "pick up," but in event of their not doing so the signer is held responsible.

STILL ROOM FOR IMPROVEMENT

There is still ample room for improvement in phonograph methods and mechanisms. A very evident proof is the utter absence of any authoritative books treating of the technology of the industry. To an astonishing degree success both in recording and reproducing is yet a matter of "cut-and-try;" those who really know much of the pure science of the matter and its practical application are few and not noticeably inclined to tell about it.



Model "C" manufactured by La Favorite Phonograph Co., 569 Queen St. W., Toronto.

So—wonderful as is the phonograph now; marvelous as are its performances; lovely as are its tones—some genius of To-morrow will produce greater marvels—lovelier tones.

Surely, that which can convey to civilization's exiles within the wilds; to the unfortunates who are bedridden and racked with pain; to the lonely and distraught; to those in peril of shot and shell—as well as to people more happily situated, the exquisite solace of the world's greatest music, or the veritable tones of loved ones far distant; or may even bring back from the past the voices of some now "passed behind the vale"—surely that marvel, the phonograph, is worthy of the best efforts of honorable men!

"OKEH" RECORDS INTRODUCED IN CANADA

Arrangements have been made for the sale of Oke H records in Canada. They are manufactured by the Otto Heineman Phonograph Supply Company.

This record was introduced to the talking machine dealers of United States at the time of the New York Music Show and Music Trade Conventions last June, and the dealers who heard the first records expressed their approval of their musical qualities. The OkeH record gets its name from the original Indian spelling of the term meaning, in every day language, "O.K." It is a hill-and-dale cut record to be played with either a sapphire point or an extra loud steel needle. For the time being, at least, the Heineman Company will confine their manufacturing energies to the production of ten-inch, double-faced records.

The artists making the OkeH records include such names as: Inez Barbour, Henry Burr, Fred Van Eps, Ada Jones, Arthur Collins, Croxton Mixed Quartette, Valadimir Dubinsky, Jazarimba Orchestra, Marie Morrisey, Grace Kearns, Berkshire String Quartette, Sterling Trio, Collins and Harlan, Joseph Phillips, Campbell and Burr, George Thompson, Harry McClaskey, Golden and Heins, Peerless Quartette, Ferera and Greenus.

COLUMBIA FACTORY MANAGER

Mr. J. R. Errock, for many years connected with the Bridgeport factories of Columbia Graphophone Co., has recently arrived in Toronto to take charge of the Canadian factory, succeeding Mr. Mervin Lyle in this department, who is severing his connection with the talking machine industry after fifteen years' service with the Columbia Co. Mr. Lyle goes to Baltimore to take up another line of business.

Emphasizing Service to Patrons

Service is a big factor in merchandizing to-day. It influences many sales. In buying a motor car you want to be assured that it will be kept in good running order for you after you have purchased it. The person who buys a talking machine wants to be assured of the same thing. Feature this fact by a show card or panel in your ad., reading:

"OUR SERVICE TO PATRONS

"When you buy a talking machine from us you get the kind of service you have a right to expect. From the time your instrument is delivered and put in perfect shape by an expert we want you to know that we have an interest in your machine and at any time it does not give you the best results call us up at once."



Phonola "Grand Duke"
Mahogany or Oak, $138.00



Phonola "Princess" $165.00
Mahogany or Oak



Phonola "Prince" $215.00
Mahogany or Oak

"Phonola"
REGISTERED JULY 11-1907

THE PHONOLA

and

Phonola Records

(Double Disc—90 Cents)

Give you a complete proposition in Canada's pioneer cabinet phonograph. Phonola cabinets, which always stand high in trade circles, are made in our new Elmira plant.
The "Phonola Angelus" Sound-box, Goose Neck Tapered Seamless Tone-arms, Motors, and all parts are made by experienced mechanics in our Kitchener plant.

Get the monthly lists of Phonola Records.
Write us to-day.



Phonola "Organola" $310.00
Mahogany or Walnut



KITCHENER FACTORY

THE PHONOLA CO. of CANADA LIMITED

Kitchener Canada

Undertakers' Department

Problems affecting the Undertaking Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

SIDELIGHTS ON NATIONAL CONVENTION

Items of interest to Canadian funeral directors from the thirty-seventh annual convention of the N. F. D. A., held at Grand Rapids, Mich.—Largest convention in history of organization Splendid exhibits.—Canadian visitors.

(Special to Canadian Furniture World and The Undertaker.)

THE big Grand Rapids Convention has come and gone, and many are the comments on the business transacted and the results generally affecting the funeral directing profession.

It is estimated that the attendance at the National Convention was the largest in the history of the organization and many a larger town than Grand Rapids would have done itself proud in taking care of its visitors, entertaining them and looking out for their comfort, as well as was done there.

The mammoth displays of the different manufacturers, completely covered the entire floor space, some 25,000 feet, in the Klingman Building, where an undertaker could find the latest in equipment ranging from the smallest embalmer's needle to the largest and choicest automobile conveyances, hearses, and ambulances. Without a doubt, no other display ever came within one-half in size at any other convention, and the decorations were marvelous.

Mr. and Mrs. J. B. McIntyre of St. Catharines, Ont., after attending the Convention at Grand Rapids, left for Chicago, where they intended spending a week or so before returning to their home. Mr. McIntyre claiming not to have authority to speak for Canada or the C. E. A. suggested that the matter of annexation between the two countries in renaming the National Convention be laid upon the table for another year, and in the meantime he would take up the matter with the Ontario Association at their next meeting, when everything could be gone over more satisfactorily and he would be glad to speak authoritatively if all concerned were in favor of having him do so.



Klingman Building, Grand Rapids, Mich., where National Funeral Directors Convention was held.

Fred. W. Matthews, secretary of the Canadian Embalmers' Association, in company with Ed. Burgess attended the National Convention, stopping at Detroit, picking up one of the most popular members of the trade there, "Bill" Blake, and they made some trio of dignity, a delegation for two cities like Toronto and Detroit to be proud of. There was a big undertaker from New York on the same train. And after being introduced around he turned to Fred. Matthews and E. C. Burgess, asking, "Did you say that was 'B' Blake?" Fred. said "Yes, that's the original 'B' Blake—the "B" stands for bronze. He sells more of the bronze caskets than any other kind." Rumor has it that Fred. and Ed. actually believe that is so—and their guess was a good one—they weren't far from right.

Two quiet visitors to the National Convention were D. M. Andrews and Fred. Cole. They just slipped in one day, looked around and took in every thing their eyes would accept and like the wind they were off again. They say that Dr. Ferguson directed them to a shoe store for good substantial foot wear—but as that was the last time they were seen, some think that they stepped in a puddle of "Fleet Foot" and skidded all the way home.

Of all the quiet unassuming visitors who can appear and disappear at a National Convention, is T. E. Simpson, of the Soo. Mr. Simpson attended the sessions to the very last. He came first as personally interested in the National Examining Board's meetings, because he is chairman of the Examining Board of Ontario, but after that session was over Mr. Simpson found any number of other interesting things to take up his time. He must have been well pleased as everyone spoke of the smile he carried continually.

Dr. G. W. Ferguson, Canadian manager of the Champion Chemical Co., took down to his bed with Spanish influenza during the National Convention. This later developed into pneumonia and for a time Dr. Ferguson was quite low—from the last reports he is



BRANCHES

National Casket Co., Toronto, Ont.
The Globe Casket Co., Limited
London, Ont.
Girard & Godin, Limited
Three Rivers, Que.

The Semmens & Evel Casket Co.,
Hamilton, Ont. Limited
Christie Bros. & Co., Limited
Amherst, N.S.
The Semmens & Evel Casket Co.,
Winnipeg, Man. Limited

The D. W. Thompson Co., Limited
Toronto, Ont.
Girard & Godin, Limited
Montreal, Que.
Vancouver Casket Co.
Vancouver, B.C.

"Our Victory Loan"

Lend the way they fight

Buy Bonds to your Utmost

"The call to this duty is clear, insistent, compelling. It comes from those who have gone forth gallantly during four weary years to fight for our country; it comes eloquently from those whom we shall eagerly welcome back; it comes imperatively from those who never shall return."

"Be enthusiastic——it is contageous"

Dominion Manufacturers, Limited

Head Office: 109 Niagara St., Toronto, Canada.



Magnitude Makes for Better Service

The very size of an established manufacturing plant, which has been well organized, and in the hands of good executives increases its facilities for giving service.

In the first place it has, if wisely conducted, the reserves of men, materials and money to meet any emergency without interfering with that routine of work which takes care of the regular trade without friction.

More important than this, however, is the fact that the mere employment of a large staff enables an executive to pick and choose; to detach the man of ability from the many, and to give him scope to exercise his abilities; to re-arrange the work of various men who show special aptitude that there particular gifts can be best utilized.

Dominion Manufacturers Limited has built up its splendid organization of experienced men from within; these men have caught the inspiration of working in close harmony with other men of ability; new men are coming up all the time, adding steadily to the strength of the concern and to its strength to serve.

Dominion Manufacturers Limited

Head Office: 109 Niagara Street, Toronto, Canada.

much better and contemplates a western trip to the Coast soon, in company with Mrs. Ferguson.

Notes of the Convention

It was the 37th annual. Next year's convention will be held at Atlantic City.

The Sunnyside thinks the convention missed its opportunity to amend the code of ethics and prescribe dignified advertising for funeral directors.

That paper also believes the N. F. D. A. failed to carry out President Reel's recommendation to take a stand upon recognition and classification of the profession.

Patriotic addresses and helpful talks were features of the largely attended meetings.

The "Kaiser's funeral" boosting Liberty Bonds was the feature that took the town at the close of the Convention.

The Embalmers' Monthly, Chicago, with commendable energy published a daily issue of their paper containing the proceedings of the Convention during the four days of the annual meeting.

Fighting the "Flu" Epidemic

NEVER in the history of the country have undertakers and casket manufacturers worked so strenuously as during the epidemic of "Spanish" influenza and pneumonia now sweeping practically the whole world. The death toll is said to be the largest ever recorded and statistics already compiled show that more deaths have occurred than have resulted from the great world war now raging in Europe.

The epidemic has been moving across the country from east to west. We are hoping that the worst is over in the East, and that the country may soon be rid of the scourge.

Funeral directors everywhere have been very busy, and casket manufacturers were completely denuded of stocks, it being no unusual sight to have caskets taken immediately from the hands of the workmen and undertakers themselves give the finishing touches.

All branches of Dominion Manufacturers had enormous demands made upon them, and it was necessary to keep their plants running day and night, including Sundays, to try to keep pace with requirements.

The tale of one city was the story of all. One of the Toronto funeral directors had 17 funerals in one day, and all of them were taxed to the utmost to lend their assistance in keeping their cars going. Some undertakers got very little time for rest or meals, and the wonder is that many more of them did not themselves succumb to the dread disease. The Fred. W. Matthews Co. had a great many home funerals during October, 63 of them being "flu" cases.

Montreal and the Quebec cities, where possibly a larger proportion of deaths occurred, the situation was more than strenuous.

Schreiters, at Kitchener, Ont., kept two men busy almost continuously for nearly three weeks embalming bodies alone, and Chris Dreisinger, of Elmira, had one of his motor hearses in the employ of Schreiters running from the funeral parlors to the cemetery.

Similar stories come from the West. Wm. Barker of Winnipeg, had ten funerals in one day. Travellers were called in off the road and gave their services to funeral directors whenever and wherever they could do most good.

The cemeteries were glutted, graves could not be dug fast enough to provide accommodation for the bodies arriving. In New York it was necessary to requisition the services of a trenching machine to dig the graves.

Frank Campbell, New York, had 45 funerals in one day, an average which was kept up almost every day throughout October.

"FLU" IN THE WEST

(Special Winnipeg Correspondence)

The "Flu" reached the West but recently, coming here several weeks later than in the East. The undertakers who are not sick themselves are running night and day as hard as they can. Many of the help, which was quite a problem before the epidemic, are down with the malady thus making the load doubly heavy for those who are up and able to take care of the dead.

Sunday, October 27, was the first time in the history of Winnipeg that a factory has been run by machinery unmolested or without being subject to a fine, when the Winnipeg Casket Company opened up for business. This firm has been working day and night for the past few weeks and have now adopted a twelve hour and thirty minute day for their entire force. Manager Chas. Crossland reports that they have only what stock they are turning out as fast as they can. Nothing but express orders are being shipped and no orders are sold for stock, it being a requirement that undertakers must have subjects on hand for the caskets they order. This is quite a problem when the Winnipeg trade expect first consideration and were not in the habit of carrying large stocks, relying upon the factories to supply them upon demand.

A. S. Bardal and W. T. Clark, undertakers of Winnipeg, were both taken down with the "Flu," but upon last reports both were on their way to recovery.

D. N. McLeod who has been the head embalmer for Clark Brothers and Hughes for a number of years has had a very hard siege of "Flu," but the last word from Winnipeg revealed that Mac is much better and his many friends hope to hear that he is entirely well by this time.



CEMETERY DESECRATION BY GERMANS

(Canadian official photograph, copyrighted)

General view of a cemetery near Lens which was found in this condition when the Canadians drove the Germans back. The large family tombs had been broken open and in many cases the coffins also. A recent despatch from Paris reads: "The very day the peace note was despatched the Germans, not content with opening and violating tombs in the Lievin Cemetery, actually went the length of effacing with bottles and bayonet points the names of the civilian dead on the tombstones."

"FLU" DEATHS IN THE PROFESSION

The recent Spanish influenza epidemic which has afflicted the whole world, and which put funeral directors on their mettle caring for the dead in their communities, also took toll of some of them. Among the victims were Wm. H. Palmer, of John Palmer & Son, Aylmer, Ont. After a short illness he succumbed to pneumonia. Mr. Palmer succeeded to his father's business when the latter died some few years ago.

Another death which brings a pang of sorrow is that of Wm. G. Stoddart, of Cornwall, Ont. Familiarly known as "Will," Mr. Stoddart graduated from the ranks of the commercial traveller, where under the direction of A. J. H. Eckardt of the National Casket Co., he made a record for himself. He built up a business at Cornwall that was one of the best in Eastern Ontario. The funeral was held at Woodville, his



THE LATE "WILL" STODDART

old home. He left a widow. His only son went to the front in the early days of the war and about a year ago was seriously wounded, dying from the effects.

A particularly sad death was that of Will Andrews, son of D. M. Andrews, secretary of Dominion Manufacturers, Ltd., Toronto. Mr. Andrews who was but 18, contracted the "flu," and because of lack of help, his father attempted to nurse him. The young man died and his father contracted the disease. The latter is now on the road to recovery. We extend our sympathy to all the bereaved.

W. H. Harmer, of Cochrane, Ont., was another victim of the epidemic. Many of those members who attended the past two C. E. A. Conventions will remember him. He won one of the races at the annual games a year ago.

CANICULA EMBALMING FLUID

That velvety-flow fluid that is different; does not burn or shrivel the arteries, allowing the operator to inject as often as he likes and obtain that desired effect.

CANICULA CHEMICAL COMPANY
366 Bathurst Street - TORONTO, CANADA

PROFESSIONAL NOTES

Joe Mosse has been seriously ill with la grippe.

The hearse and ambulance industry has been placed on the essential list by the U. S. War Industries Board.

Mrs. Mary E. Maybee has sold her undertaking and furniture business at Tottenham, Ont., to W. J. McLean.

Gauthier & Co.'s funeral parlors at Ottawa, were damaged by fire last month. The premises were insured.

The ex-King of Bulgaria left his country in a parlor car, to avoid being carried away later in a hearse.

Mr. and Mrs. Patrick Fitzparick, St. John, N.B., spent a ten-days' holiday in Toronto last month.

The Casket Manufacturers' Association of America met in annual convention at Cincinnati on October 23, 24 and 25.

The Ford Brothers of Blenheim, Ont., lost their mother through death on October 2. Mrs. Ford was 76 years of age.

Henry J. Bright, of Tilbury, Ont., lost his little boy, Henry Joseph, on September 15. The little fellow was five years of age.

Dr. G. W. Ferguson, of the Champion Chemical Co., is making his semi-annual trip to the Coast. "Doc." has just recovered from a somewhat serious attack of the "flu."

October 13 was the last day in Windsor, Ont., for Sunday funerals. Many cities and towns where Sunday funerals are tabooed let down their rules, however, during the recent epidemic.

Lambert Bertrand, funeral director and furniture dealer, Amherstburg, Ont., has sold his business to A. J. Burns, a former grocer. Mr. Sutton, of Windsor, is helping out Mr. Burns with his embalming.

P. B. Heintz was elected to the post of general manager of the National Casket Co. of the U. S. at the last annual meeting of the company held in New York.

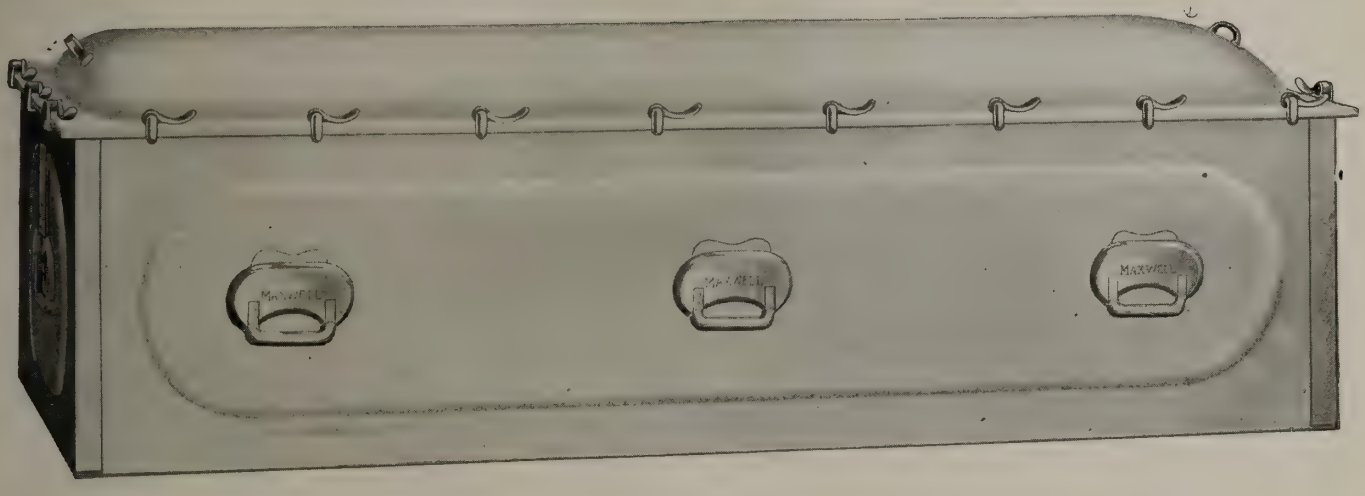
At the recent ninth annual convention of the Casket Travellers' Association of America, held at Syracuse, N.Y., 26 new members were admitted, bringing the membership up to 206.

Bombardier Francis M. O'Connor, Toronto, was wounded at the front and is in hospital in France. He has been two years at the front. Before enlisting he was assistant with J. C. Van Camp, Toronto.

While driving a car belonging to Comstock's undertaking establishment at Peterborough recently, William Burrell in some way lost control of the machine, which crashed into street car No. 13 on George St., near Charlotte. The auto driver was thrown from the car and badly shaken up. He was removed to the Nicholls Hospital.

Geo. S. Wilson, funeral director and furniture dealer at Norwich, Ont., enlisted recently for service in Siberia and left for that country on September 22. His wife will continue the furniture business, and an embalmer will be taken on to conduct the undertaking department.

Maxwell Sanitary Steel Vaults



Our Customers are Assured of Superlative Quality and Prompt Delivery.

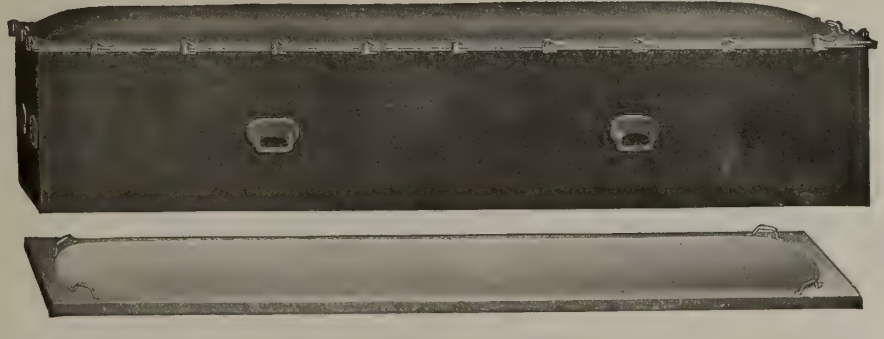
Maxwell Vaults are Abundantly Strong for All Burial Purposes, Yet Light and Easy to Handle.

Superiority Unquestioned Design and Construction Unequaled

Carried in Stock by All Leading Jobbers

Ask for Revised Price List

Maxwell Ambulance Transfer Case



For the Handling, Removal and Transportation of Bodies. An Indispensable Adjunct to the Modern and Progressive Undertaker.

Recent Changes in Design and Construction have Greatly Improved the Appearance and Practical Utility of this Case, and Reduced its Weight, Making it much more Convenient to Handle.

Removable Interior Tray Retains All Leakage and Discharge, and Greatly Facilitates the Handling of Bodies. Handles conveniently placed to enable two persons to remove without difficulty.

Inside Dimensions: 75 in. long, 20 in. wide, 15 in. deep.

Prices: With Tray $38.00; Without Tray $36.00; Tray Alone $8.00

Sold by the Leading Canadian Jobbers.

Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

ELEMENTS *of* EMBALMING

A Review Course of instruction for readers of Canadian Furniture World and The Undertaker

By Howard S. Eckels, Ph. G.

ARTICLE II

Veins are more numerous and often larger than the arteries. They are divided into two classes, viz., deep-seated and superficial.

The deep-seated veins follow the arteries, either singly or in pairs, and are found in the same location in almost all persons.

The superficial veins pass over the muscles and under the skin, and seldom are in the same place in different individuals. Veins appear of a dark blue color, due to the blood that is therein contained.

Earlier authorities have stated that from one-tenth to one-thirteenth of the weight of the body is blood. There is some difference of opinion about this, as the statistics from the French during the Reign of Terror show. Hundreds of persons were guillotined, but only about one-twentieth of their weight in each instance was collected in blood.

The capillaries are the extreme branches of the arteries, and penetrate every conceivable part of the body. Probably they are the continuation of the internal coat of the arteries connecting these with that of the veins. They measure from one-thousandth to one-three-thousandths of an inch in diameter, those in the brain being only one-six thousandths to one-eight thousandths of an inch in diameter.

It is supposed that there are about three hundred millions of these capillaries in the body. They are so numerous that, even though they are so very small, they accommodate all of the blood and admit of its circulation through these capillaries to every part of the body once in every sixty seconds. This may be easily figured by remembering the 3½ ounces of blood which the left ventricle of the heart holds in a normal body during life and which empties every time the heart beats, which it does on an average of seventy times a minute.

By referring to the reproduction of the Arterial Chart you will see the human heart and the great blood vessels of the entire arterial system. This chart covers thoroughly every trunk artery which you might have occasion to use and through which the fluid is conveyed to all parts of the human body. The systemic circulation begins at the left ventricle of the heart with the aorta, which is the largest artery of the body.

The aorta ascends, forms an arch, curves backward and follows the spinal column downward on the left side. The first of the three branches of the aorta at its arch is the innominate, a short artery about half an inch long, which divides into the right common carotid artery and into the right subclavian artery. The latter passes beneath the clavicle or collar bone towards the shoulder, where it is known as the axillary artery. Below the shoulder and to a point slightly below the bend of the elbow, it is known as the brachial artery. At that point it divides into two larger branches, the radial, which is on the thumb side of the arm, and the ulnar, which is on the little finger side of the arm.

The carotid artery ascends towards the head. It lies between the mastoid muscle and the trachea or windpipe. It divides into the external and internal carotid arteries.

The external carotid arteries ascend to a point opposite the upper margin of the ear, during which space they each send off four branches to the face (these are known to the embalmer as the facial arteries).

Branching from the external carotid artery above the ear, there are again four branches which are grouped as the cranial arteries. The facial arteries are most important to the embalmer because they not only distribute your preservative fluid to the most important exposed part of the body, the face, but also by proper circulation of the fluid through these arteries the blood is forced from the tissue. When this is done properly and thoroughly a natural color is produced with no dark stains or spots, as may occur when only partial circulation is secured.

These branches of the external carotid arteries do not connect with the arteries from the opposite side of the face, as you will see by referring to the arterial chart. Like the arteries throughout the rest of the body, they end in smaller branches and these branches finally end in the capillaries, which are connected with the smaller branches of the veins, and thus complete the circulation. They are unlike the internal carotid arteries, each of which ascends through the carotid opening at the base of the skull to the under side or base of the brain. At this point they connect by their proper branches, with the anterior branches of the basilar artery, thus forming the posterior half of the "Circle of Willis." The other portion of the "Circle of Willis" is formed by the two anterior branches of the internal carotid arteries, thus completing the system known as the "Circle of Willis."

(To be continued.)

CARANAC
EMBALMING
FLUID

In the Good Old Summer Time

LIKE the Convention, the C.E.A. Island Picnic, Games and Banquet were a success. For the first time in many moons a slight drizzle was coming down, but did it dampen the ardor of the picnickers? Now, all together, NO! Some of us missed the first boat, but we got there by the next, and all were in time for the ball game between the travellers and funeral directors, which started off the afternoon's proceedings.

Sad to tell, the travellers beat the directors by one run. The line-up and score being as follows, though it took two extra innings to decide the winners:

F. D.'s		Travellers	
Britton	1	McLaren	1
Edwards	1	Evel	3
McKillop	1	McLaughlin	1
Moffatt	0	Raymond	0
Climenhage	0	Ferguson	0
Mitchell	1	Friendship	1
Brandon	0	Reid	0
Curtis	1	Sponenberg	0
Barlett	0	Snow	0
Runs	5	Runs	6

As the players' wives were looking on we do not publish the errors.

The wet ground made the players perform graceful antics to the delight of the fans. The performance easily beat the exercises of the acrobats at the Exhibition. C. N. Greenwood was umpire, and J. O'Hagan scorer. Both these latter were charged with being purchased, but very little kale was seen, except the dollar which McLaughlin won last year having to be given up to pay a pressing bet.

Racing Events

The 100-yard race for members under 25 was won by Moffatt, with Reid and Curtis following. The prizes were—case of "Canicula," and two boxes of cigars.

The victors in the 75-yard event for members between 25 and 35 were Barlett, Maddocks and McMane, and the prizes—case of Osmotone, door drape by Central Casket Co., and box of cigars.

The fat man's race was won by Messrs. Button, Munroe and Baycroft, for which Dominion Manufacturers Ltd., presented an umbrella and two safety razor sets.

The ladies' race was won by Mrs. Bolton, Mrs. Snow and Mrs. Barlett, the prizes being donated by Elliott Bros., Prescott.

Although Tom Porter tried hard for one of the prizes in the "Evel" handicap race, he was beaten by Messrs. Stone, Snow and McMurtry. The prizes were five yards of silk lining, a lady's silk robe, and a gentleman's robe.

The assistants' race prizes were won by Messrs. Hulse, Curtis and Ritchie. All of them won paid-up subscriptions to Canadian Furniture World and The Undertaker.

Grand Prize Drawing

The drawing for the grand prize, a $75 case of embalming instruments presented by the Champion Chemical Co. developed great interest. Every funeral director at the Convention had a ticket on this event, and Dr. Ferguson was kept busy entering the names and numbers.

A little boy was entrusted with picking out the numbers from a hat after they had been well mixed, and because this was the 35th convention it was decided that the 35th ticket drawn would be the winning ticket. Hopes ran high in many quarters until the lucky ticket, No. 102, was called, Charlie Dunham, of Aurora, being the winner.

Eats and Music

Adjourning to the Manitou, the assemblage entered the dining hall, where they did full justice to these courses:

Menu

SOUP

Cream of Ottawa, Rogers A 1

RELISHES

Sliced (Wray-er) Tomatoes Morris Cucumbers
Olives in Snow

ENTREE

Fruit Salad, Renouard Sauce

MEATS

Boiled White Evel Fish with "Deacon" Sauce
Roast "Prescott" of Lamb with Elliott Sauce

VEGETABLES

Henry's Earle Mashed Potatoes
Skinner's French Fried Potatoes
Corn on the Com-stock

DESSERT

Apple Pie a la Godin
Phalen's Orange Jelly with Britton Cream
McIntyre Tea Robinson Coffee Boyd Milk



C. N. Greenwood as toastmaster at the banquet.



Meeting Secretary Matthews with his grip full of prizes.

[Caught by the Island photographer]



Will Brandon, after striking out Jack McLaughlin in the ball game.

Interspersed were a number of choruses sung by the guests and directed by Joe Williams, who also delighted the gathering with his repertoire of funny songs and stories.

There were no set speeches, but there were introduced a number of impromptu toasts and speeches. C. N. Greenwood, acted as toastmaster. Both the "King and Empire," and "Our Soldier Boys" toasts were drunk with musical honors. "Our Allies." was responded to by Prof. Renouard, in a very choice and tasty speech which brought out much applause and roused the audience to enthusiasm. "The Manufacturers," was responded to by Mr. Raymond, of Dominion Manufacturers. Ltd., and Jack McLaughlin responded to the "Travellers." "Our Association," brought Vice-President Brandon to his feet, and "The Ladies," made Fred. Matthews coin his choicest expressions. "The Press," responded to by Jim O'Hagan and Alf. Uren, made the audience tired, and "God Save the King," brought the proceedings to a close.

Pick-ups at the Picnic

Captain Harvey Evel had the distinction of winning the ball game single handed, as is mentioned by baseball critics. The game was 5 to 5; the Undertakers had tied the travelers score in the last inning which of course necessitated playing off the tie in further innings; two travelers went to the bat but failed—when up walked Captain Evel with the same pep as that he used in the first year of the war—he was the pitcher and much responsibility fell upon his shoulders



Dr. and Mrs. G. W. Ferguson snapped while quietly talking over the fun of the day. "Doc" has his best clothes on.

to uphold the tradition of the travelers. Well, say, he just spit on his hands, drew back the bat, threw out his chest, took one of those "Over the Top" breaths, kind a leaned on the bat and pushed and swung as hard as he could. Like an immovable object being struck with an irresistible force, the long stick came face to face with the leather-bound sphere, which took to the trees in long left field at a speed not surpassed by the German 20-cent. gun. Did he run? Well, hardly. He just flew. And it is now being rumored that Captain Evel came back from the front at the same pace. Anyway, he was the baseball hero of the day—for the undertakers couldn't get to first base in their half of the inning and the travelers walked away with the prize.

Among the new visitors at the picnic were Miss Adele Schreiter, of Kitchener, Ont., and Miss Verda Kitching, secretary of the firm of Schreiters, at that place. They seemed to enjoy themselves and promised to make every effort to again visit Toronto during the double attraction, namely, the Undertaker's Convention and Exhibition—they are certainly welcome. And we take this opportunity of inviting other young ladies and members of the families of undertakers.

Some inquiry has been made about why Mrs. Ferguson did not run in the ladies' race; in explanation Mrs. Ferguson says she declined because she is not an undertaker's wife and is not entitled to compete in that race. It will be remembered that Mrs. Ferguson won several first prizes other years in the ladies' race, and because of her athletic talent many would like to see her, as well as others of the ladies who attend the picnic each year, enter a handicap race for ladies—if some one will start a contest to comply with this suggestion.

PROFESSIONAL NOTES

Chas. A. Towers, St. Thomas, Ont., has opened his new funeral parlors on Talbot St.

Walter Eddington, having left the A. W. Miles staff, has joined that of Harry Ellis, Toronto.

Eugene Lassaline, Sandwich, Ont., has given up furniture to devote his whole time to funeral directing.

C. R. Tuson, of Windsor, and A. Morris & Son, of Walkerville, conduct high-class floral departments in connection with their funeral directing business.

The Globe Casket Co., London, have made some alterations and improvements to their plant. Among other things the company has doubled the size of its dry kiln.

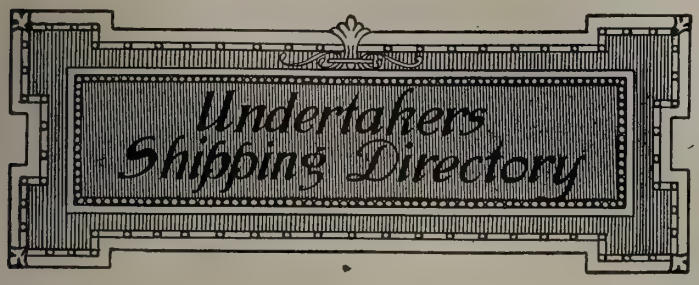
The United States Government has taken possession of the Long Island works of the National Casket Company, for the manufacture of gas masks for the troops "over there."

J. Fenn has opened up as funeral director at Hagersville. Mr. Fenn started in business as assistant with C. J. Heaslip in Hagersville, and until lately with Allen & Ray, Galt.

Will Greenwood, of Greenwood & Nester, Blenheim, Ont., who recently purchased the undertaking end of Coltart & Sons' business at Chatham, Ont., is making a great success in his new post.

Jack McLaughlin is now covering the Niagara-Windsor territory for the Globe Casket Co., London, taking the place of Henry Canfield, of Aylmer, who has retired owing to ill health. Mr. Canfield is one of the oldest employees with the Globe, having been on the road for them for the past 27 years at least.

Henry S. McCrea, formerly secretary of the Massachusetts Funeral Directors' Association and a prominent funeral director at Worcester, Mass., has been appointed Knights of Columbus hut secretary for service overseas and has been ordered to report for duty.



ONTARIO

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Funeral Directors and Embalmer.
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Burks Falls—
Hilliar, Joseph. Box 213.

Coboconk—
Greenley, A.

Dorchester, Ont.—
Logan, R. A. 'Phone 2107.

Dungannon—
Sproul, William

Dunnville—
D. P. Fry. 'Phone 68.

Elmira—
Dreisinger, Chris.

Huntsville—
Hilliar, Joseph.

Hamilton—
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Dodsworth, A. H.
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Robinson, J. H. & Co.,
19-21 John St. N.

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St. Thomas—
William, P. R., & Sons, 519 Talbot St.

Stirling—
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Thedford—
Woodhall, J. B.

Wallaceburg—
Cousins, Burlington & Saint

Welland—
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These are Some of the Reasons why WE Recommend DIOXIN and why YOU Should Use It!

It is interesting and impressive to talk with the funeral director who has adopted **DIOXIN**, the Peroxide of Hydrogen fluid.

He entertains no misgivings, no doubts, no uncertainties.

He **KNOWS** that he has the Best Fluid in the world and he will tell you **WHY**.

And we firmly believe that the weight of his experience soon will result in the majority of other funeral directors using **DIOXIN**.

We have implicit faith in the working of that business law which rewards a product in proportion to its deserts; and we are confident that its application will benefit **DIOXIN** Embalming Fluid.

We believe in the professional world—whether it be caskets, or hardware or linings or embalming fluids—a sifting process goes on continuously which sends the unfit to the bottom and the fittest to the top.

We believe that an inexorable law is set in motion by an exacting professional demand which unerringly will hunt out **DIOXIN** as the best fluid just as it has hunted out the best caskets and the best funeral supplies.

And it is our quiet conviction that **DIOXIN IS** the best fluid made in America to-day; that the sifting process is under way; that professional sentiment is rapidly turning in its favor; and that it is only a question of time before **DIOXIN** will be used by every funeral director who demands the best.

Dioxin Contains More Peroxide than Any Other Fluid Made!

H. S. ECKELS & COMPANY 221 FERN AVENUE TORONTO, ONTARIO, CANADA

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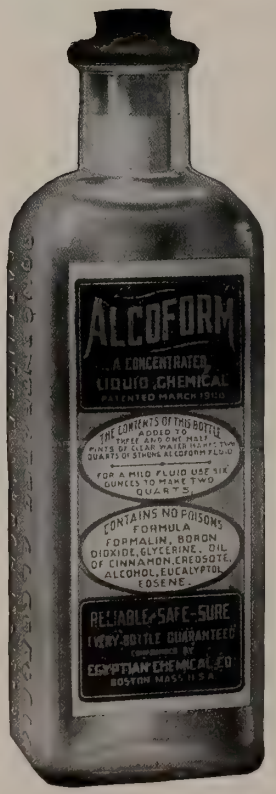
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Strongest and Best

Essential Oil Base, combined with Alcohol, Glycerine, Oxidized Formaldehyde and Boron-Dioxide.

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For Sale
Wanted

TERMS OF INSERTION

50 cents per insertion up to twenty-five words. Each additional word two cents. If Box is required 5 cents extra to cover postage, etc. Cash must accompany each order —no accounts booked.

FOR SALE—Eight column funeral car, by Cunningham, best hearse in city of Toronto; 1 single deck casket wagon, carved sides, by Guy; 1 combination embalming and casket wagon, portable top. This rig also makes a nice church or pleasure trap with two seats. 1 undertakers' furniture and casket sleigh, portable top; 1 Russian two-seat cutter; 2 sets single harness. All for sale cheap. Apply to W. K. Murphy, 366 Bathurst St., Toronto.

FOR SALE OR RENT—In good town, business property, residence and stables; well situated and fitted up for undertaker; bargain; possession Nov. 1st. Apply Mrs. M. Webb, or Donald Ross, Barrister, Barrie, Ont.

WANTED—First class embalmer and funeral director. One holding embalmer's license for Saskatchewan, or a license that can be transferred to this Province. Will pay good salary. In a good, live town in Saskatchewan. State if married or single. State salary expected. Apply Box 62, Canadian Furniture World and Undertaker.

FURNITURE WORLD
"Want Ad's"
BRING BIG RESULTS

Champion Embalming Fluid



"The Leader for Generations"

The slogan of business during these very strenuous times is "conserve."

In **Champion Fluid**, which is made in Canada from Canadian chemicals, we give the highest possible quality, insuring the most splendid results in all cases. Because a bottle of Champion will go further than the same quantity of other fluids, it is a "War-Time Necessity."

If a better embalming fluid than ***Champion*** *could be compounded, we would compound it.*

The Champion Chemical Co., Springfield, Ohio

DR. G. W. FERGUSON, Canadian Manager
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Canadian Manufacturing Plant - WINDSOR



No. 84 ALASKA Link Fabric Extension Couch

This couch is an especially useful and comfortable article of furniture for every home. It can be used with equal facility and comfort, either as a couch or as a bed. The purchaser of one of these couches will never lack an extra bed in case of sudden and unexpected guests.

BUY
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Lend as our boys FIGHT

Frame:—Heavy steel angle, securely braced; oxidized finish.

Fabric:—Twisted link fabric, indestructible, fastened to each end by half helicals.

Size:—Open, 4-2; closed, 2-4, by 6-0.

Mattress:—Filled with clean, crisp wood fibre, overlaid with NEW, sanitary carded felt, 2½ inch band. Covered with green denim, with valance.

We sold fifty of these to one dealer in a small city. He's selling them fast. Order your share NOW.

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400 St. Ambroise Street, MONTREAL

Associated with SIMMONS COMPANY, Kenosha, Wis., U.S.A.

DECEMBER, - 1918

CANADIAN FURNITURE WORLD AND THE UNDERTAKER



GREETINGS

May the coming year bring to you
Health, Prosperity and
True Happiness

THE CANADIAN FURNITURE WORLD *and* THE UNDERTAKER

PUBLISHED BY
THE COMMERCIAL PRESS LIMITED
32 COLBORNE STREET TORONTO

We wish our friends,
both old and new, a
very Merry Christmas,
and all happiness and
prosperity in the
coming year.

John C. Mundell & Co., Limited
Canadian K. K. Co., Limited

Elora, Ontario
1918

We Heartily Extend to the Furniture Trade the Season's Best Greetings

MAY richest joys abound with everyone connected with the furniture industry is our wish at this festive season.

Words fail us in expressing to the trade our appreciation of your support and goodwill during the year just closing, and we shall do all in our power to help you have a prosperous year during 1919

Furniture Exhibition at Toronto
January 13th to 24th
in the
Craig Building
215 Victoria St.
3rd Floor

We extend a cordial invitation to every furniture dealer in Canada to attend our exhibition of high-class furniture at the above address.

The F. E. Coombe Furniture Co., Limited

KINCARDINE :-: ONTARIO

STRATFORD FURNITURE



Stratford Furniture Exhibition

January 13th to 25th

Every Furniture Exhibition held in Stratford has shown a large increase in dealer attendance. This year promises to be even greater than ever before. Be one of the many dealers to visit us in January.

We will do all in our power to make your visit a pleasant one.

Remember the dates—January 13th to 25th

STRATFORD FURNITURE

Stratford Furniture Manufacturers "Club Room"



THE Stratford Furniture Manufacturers have equipped a "Club Room," which is open at all times for the entertainment of visiting furniture dealers.

Particularly at exhibition time is this a convenience for the retailer, as it is an ideal spot in which to get together and talk over matters of interest to the trade.

Do not fail to visit Stratford. You will be delighted with the exhibition, and come away feeling that you would not have missed it for anything.

REMEMBER THE DATES: JANUARY 13th to 25th

STRATFORD FURNITURE



2629
Mahogany and Walnut

McLAGAN'S big range of Christmas Lines, a few of which are here illustrated, appeals strongly to discriminating buyers. Look over your stock and order at once if you require some really attractive holiday gift goods.



2713—Oak
Mahogany and Walnut



6700—Mahogany and Walnut

We extend a cordial invitation to every furniture dealer in Canada to visit our showrooms during the

Stratford Furniture Exhibition

January 13th to 25th.



6703—Mahogany and Walnut



9206—Mahogany and Walnut



6000—Mahogany and Walnut



9205—Oak and Walnut

THE GEORGE McLAGAN FURNITURE CO., LIMITED

STRATFORD - CANADA

STRATFORD FURNITURE





A Merry Christmas
and a
Happy New Year

IN greeting you (our friends and customers) with the season's compliments, we also wish to thank you for the business courtesy extended us during 1918, and we shall make an effort to render such efficient service during 1919 that the year shall be one of Prosperity and Happiness.

We are showing a complete display of our extensive range of Furniture at

The Stratford Furniture Exhibition - Jan. 13 to 25

DO NOT NEGLECT TO SEE IT

THE

Stratford Chair Co., Limited

STRATFORD ONTARIO

STRATFORD FURNITURE



Christmas and New Year's Greetings

At this season of the year we are privileged to wish our friends and patrons the Yuletide compliments and to hope that the ensuing year may have in store for them greater happiness and prosperity than they have yet experienced.

Make a New Year's resolution to visit the

Stratford Furniture Exhibition

January 13th to 25th

You will find this occasion a profitable and enjoyable outing. We extend a cordial invitation to you to visit our showrooms and inspect our range of Living Room Suites, Kroehler Kodavs, Davenos and Bed Davenports. We will make you heartily welcome.

The Kindel Bed Company, Limited

STRATFORD - ONTARIO

STRATFORD FURNITURE

Reed Furniture with Appropriate Upholsteries



Imperial Rattan Upholstered Reed Furniture is a good seller the year round.

A cordial invitation is extended to furniture dealers to visit us and be our guest at the STRATFORD FURNITURE EXHIBITION, January 13th to 25th.

We wish you a prosperous 1919.

IMPERIAL RATTAN CO., LIMITED
STRATFORD, ONTARIO

STRATFORD FURNITURE EXHIBITION

January 13th to 25th

We are showing our entire line and we also will exhibit a number of new lines that have never before been made in Canada. While at the Exhibition don't fail to visit us and see the surprise we have in store for you. Your welcome will be warm and we will endeavor to make your visit as pleasant and instructive as possible.

We extend to our host of friends best wishes for a Merry Christmas and Prosperous New Year.

THE STRATFORD MANUFACTURING CO.,
STRATFORD - ONTARIO

STRATFORD FURNITURE

STOP! at Stratford

IN JANUARY



We extend to the furniture dealers of Canada a hearty invitation to visit our comprehensive display of upholstered furniture at our showrooms at the

Stratford Furniture Exhibition

January 13th to 25th

We are showing several new and attractive designs that will command your attention. Do not fail to see them.

We take pleasure this Christmas season in thanking our many friends in the furniture trade for their very liberal patronage extended to us during the year just closing and wish you one and all A Very Merry Christmas.

The Farquharson-Gifford Company, Limited

STRATFORD - ONTARIO



At this Peaceful and Gladsome Christmas Season we extend to our many friends in the trade our best wishes for *A Merry Time*, to be followed by a New Year that shall be full of joy, happiness and prosperity.

Christmas 1918

We desire to express our thanks for all the splendid patronage received by us during the closing year; and we hope, by giving the best possible service, we shall merit your same generous support during nineteen nineteen.

The Canadian Rattan Chair Co., Limited

Victoriaville, Quebec

Greetings to All

A Merry Christmas and a Happy New Year and may the Sunshine of Prosperity cast its rays on you throughout the coming year, with never a cloud to dim your business progress, is our wish to all.

Accept our thankful appreciation of your patronage during 1918, and we shall ever strive to make "Kitchenaid" Cabinets worthy of your support by being a profitable line to carry.



No. 50



Christmas
1918

THE H. E. FURNITURE CO., LIMITED

MILVERTON, ONTARIO



WE EXTEND TO OUR MANY FRIENDS AND CUSTOMERS OUR HEARTY GOOD WISHES FOR A JOYFUL CHRISTMAS SEASON AND A PROSPEROUS NEW YEAR, EXPRESSING AT THE SAME TIME OUR APPRECIATION FOR THEIR SPLENDID PATRONAGE DURING THE PAST YEAR

Xmas 1918

Colleran Spring Bed Co., Limited

TORONTO - ONTARIO



Season's Greetings

MAY Christmas Joys and New Year's Happiness be showered upon you more bountifully than ever before, and may you be overwhelmed with business prosperity during the coming year, are the wishes we send our numerous friends and customers at this glad season.

The North American Bent Chair Co., Limited OWEN SOUND ONTARIO



To Our Many Friends

THE LINE COMPRISES—

- Bed Room Suites
- Dining Room Suites
- Hall and Library Furniture
- Centre Tables
- Jardiniere Stands
- Medicine and Music Cabinets
- Odd Dressers
- Wardrobes
- Desks
- Secretaries
- Book Cases

Again, with pleasure, at this Joyful Christmastide, we extend to one and all our best wishes for *A Merry Christmas,* and we gratefully acknowledge all past favors and thank you in anticipation of a continuance of the same pleasant business relation so characteristic of the past. We extend our best wishes for the coming year, earnestly hoping each and every day for you may prove overflowing with *Health, Happiness and Prosperity.*

The Meaford Manufacturing Co.

MEAFORD :-: ONTARIO

VICTORY! "Your boys and ours have won"

When you realize that your *Framed Pictures* are sold out before the season is over you will resolve to stock heavier next season and also make up your mind to continue using Matthews' *"Take me home look"* Nobby Picture Frames.

MATTHEWS BROS., LIMITED

THE BIG CANADIAN MOULDING HOUSE

1906 DUNDAS STREET WEST TORONTO, CANADA



Mahogany Finished
Made in Three Sizes

Try Out This

Big Profit Maker

This Shafer Cedar Chest is a live seller because it combines attractiveness, fashion and utility with moderate price—an appeal the modern woman can't resist.

Write For Catalogue

D. L. SHAFER & COMPANY

ST. THOMAS ONTARIO

Greetings To the Trade

WE WISH THE FURNITURE DEALERS AND THEIR EMPLOYEES THE MERRIEST CHRISTMAS AND THE HAPPIEST AND MOST PROSPEROUS NEW YEAR

The Canadian Feather & Mattress Co.

LIMITED

TORONTO - OTTAWA

YES, THERE WILL BE A JANUARY MARKET

COME !

OPENING DATE
January 1st

CLOSING DATE
January 25th

The war is over. Let us all get back to a peace basis.

Big days are ahead. The furniture men of the nation are all agog with anticipation. You'll find the furniture pilgrims full of plans and "pep" when you see them at Grand Rapids.

We are going to have a Big Show. A lot of new patterns will be shown for the first time. You'll all be glad to see what the designers have been thinking of while the country has been winning its war for democracy.

It's going to be well worth while for the manufacturers to get to Grand Rapids to see the new exhibits and to exchange ideas.

And don't forget that the world is being re-born. Countless thousands of new homes are to be furnished when the fighting men get back. We want to plan ways and means to supply their furniture requirements.

For many obvious reasons **this** January meeting will be the most interesting of any you have ever attended. There will be more to see, more to talk about, bigger plans to be made.

We hope to see a big delegation here. Make your plans to come now. The opening date is not far away.

GRAND RAPIDS MARKET ASSOCIATION

Upholstery Leather

We carry in stock all grades in standard colors for immediate shipment

Spanish, Fancy, Enamelled and Goat Grain Finishes

Unsurpassed Selections
Well Trimmed Hides

The most economical leather on the market.

Let us quote you on cut stock.

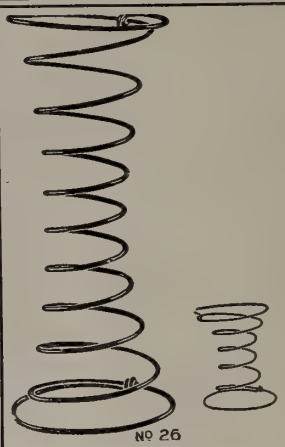
Boullee Fraser Leather Mfg. Co., Inc.
234 Canal Street, NEW YORK

The National Table Company, Limited
The Owen Sound Chair Co., Limited
The North American Furniture Co., Limited

Owen Sound Ontario

Manufacturers of Medium and High-Grade Dining Room, Bedroom, Hall, Living Room and Library Furniture.

Catalogues sent on application



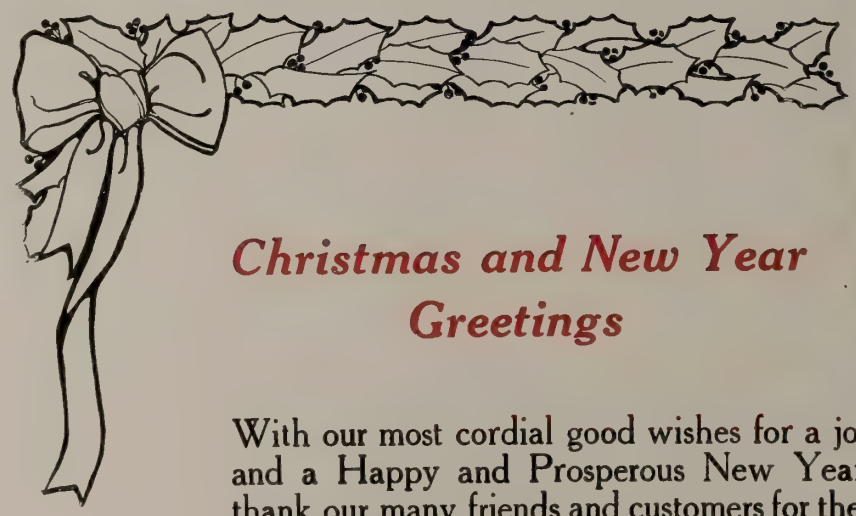
Upholstery Springs

Highest quality Upholstery Springs, made from the finest grade High Carbon Steel Wire, oil tempered after the coiling operation, thus insuring uniform strength and "No Set." Remember, the quality of your High-Grade Upholstering depends entirely on the quality of the springs you are using.

HELICAL SPRINGS
for spring bed and mattress fabrics.

Get the habit ; buy Canadian springs.

James Steele, Limited
Guelph, Canada



Christmas and New Year Greetings



A pleasing design in white enamel
No. 852—PRICE, $8.25

With our most cordial good wishes for a joyful Christmas and a Happy and Prosperous New Year we desire to thank our many friends and customers for the patronage and good will extended us during the closing year. We hope to render you a service during 1919 that will help to make the year more prosperous than any that have gone before.

Ontario Spring Bed & Mattress Company

LONDON - ONTARIO

Makers of the Famous "ADJUSTO" Mattress.

"1319"-Chicago

The Big Building

January Exhibition Will Be Held As Usual.

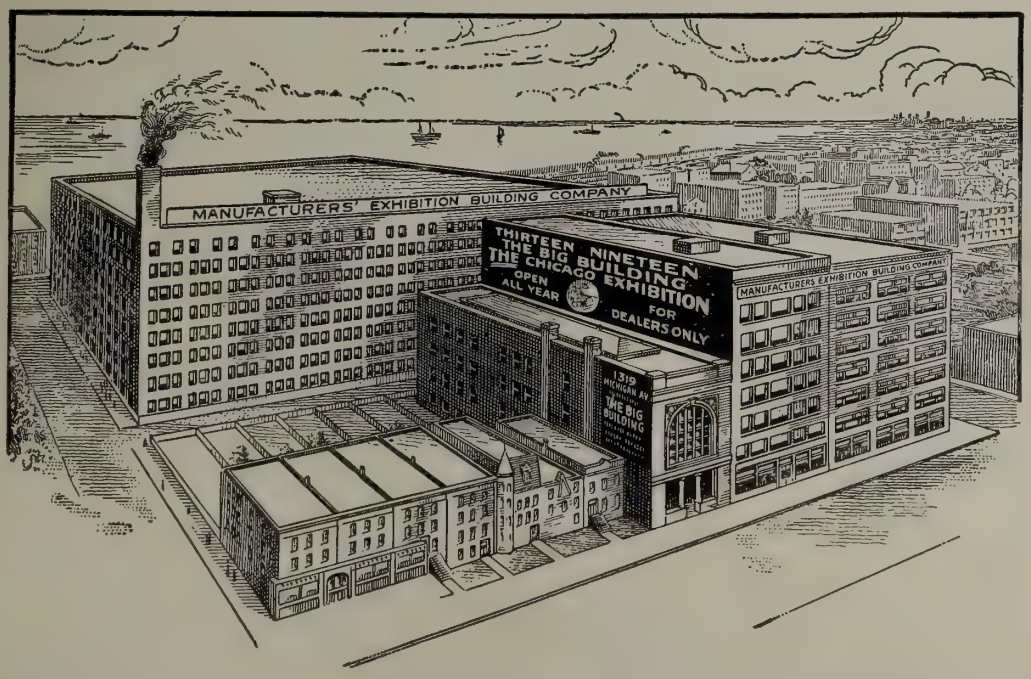
(Opening Date January 6)

The war is over. The Government has lifted the ban and given permission to go ahead as before. A large attendance and heavy buying is expected.

A FEW CHOICE SPACES ARE STILL OPEN
BUT IMMEDIATE APPLICATION SHOULD BE MADE.

OPEN THE YEAR 'ROUND

Admittance to Dealers Only



MANUFACTURERS' EXHIBITION BUILDING COMPANY

1319 Michigan Avenue, Chicago



With the Dawn of Peace to our Empire and her Allies

We extend to the trade

Best Wishes for

A HAPPY CHRISTMAS
and a
PROSPEROUS NEW YEAR

Phillips Manufacturing Co., Limited

258-326 Carlaw Ave., TORONTO, Ont.

The picture Illustrated is one of a series of six subjects in Genuine Pastel by W. H. Chandler. We will show them in our new line for 1919.

No. 39200—FRAMED PASTEL. Burnished Powdered Gold, Grey Antique.



No 54 Set
Walnut and Quartered Oak

A Merry Christmas

The Elmira Line

In greeting you, our friends and customers, with the season's compliments, we also wish to thank you for the business courtesy extended us during 1918 and we shall make an effort to render you such efficient service during 1919 that the year shall be one of Prosperity and Happiness.

SEE OUR OTHER PERIOD LINES.

DINERS · CHAIRS · TABLES · ROCKERS · THE ELMIRA LINE · MADE OF QUALITY

The Elmira Furniture Co., Ltd.

ELMIRA - ONTARIO

MADE IN CANADA

All Under One Roof
January, 1919

An opportunity to see the greatest aggregation of MADE-IN-CANADA Furniture to be found between Halifax and Victoria.

DO NOT FAIL TO VISIT OUR GREAT

MID-WINTER FURNITURE EXHIBITION

to be held at our

Toronto Showrooms
136-140 King Street East

It will pay you to call and see our new lines before placing your Spring orders.

BUY CANADIAN GOODS

Keep your money at **home.** Canada needs all the business she can get during the re-construction period, to keep her returned men busy.

Come ana see what we have to offer.



THE ONLY EXCLUSIVELY PERMANENT WHOLESALE FURNITURE SHOW ROOMS IN CANADA

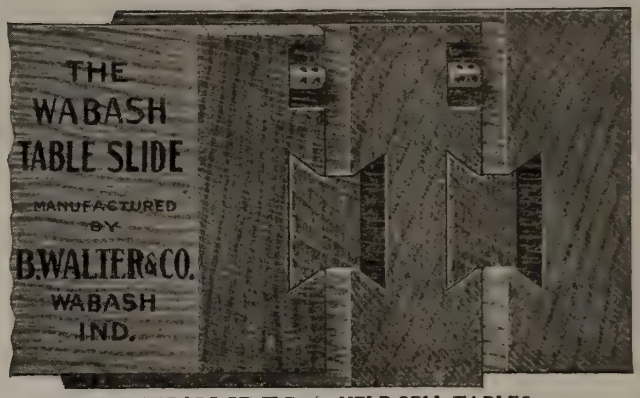
CANADA FURNITURE MANUFACTURERS LIMITED

WOODSTOCK, ONT.

THE
HEART
OF YOUR EXTENSION TABLE IS THE
SLIDE

YOUR TABLE IS CONDEMNED IF THE SLIDE DOES NOT WORK PROPERLY

WABASH SLIDES
INSURE
SATISFIED CUSTOMERS



WABASH SLIDES { HELP SELL TABLES. ELIMINATE SLIDE TROUBLES

WE ARE
SLIDE SPECIALISTS
Having manufactured SLIDES exclusively—for 30 years
Many Canadian Table-makers use
WABASH SLIDES—
Because
We furnish Better SLIDES at Lower Cost.

Made by
B. WALTER & COMPANY
Factory St. WABASH, IND.
Canadian Representative:
Mr. Frank A. Smith, Kitchener, Ont.



Write for our special gross lot offer. It's an interesting proposition to furniture men everywhere.

"SOMETHING USEFUL"

Your customers will ask for "something useful" for Christmas giving. They'll want "something attractive" as well. You have, or should have, one article that meets both these demands—the

ELITE
FOLDING TABLE

A window display, put in right now, will bring the utility and attractiveness of the "Elite" to the attention of Christmas gift-seekers, at a time when such a suggestion will be most welcome to them. Every "Elite" allows you a generous profit margin that makes this Christmas trade worth while.

Hourd & Co., Limited *Sole Licensees and Manufacturers* DEPT. W LONDON

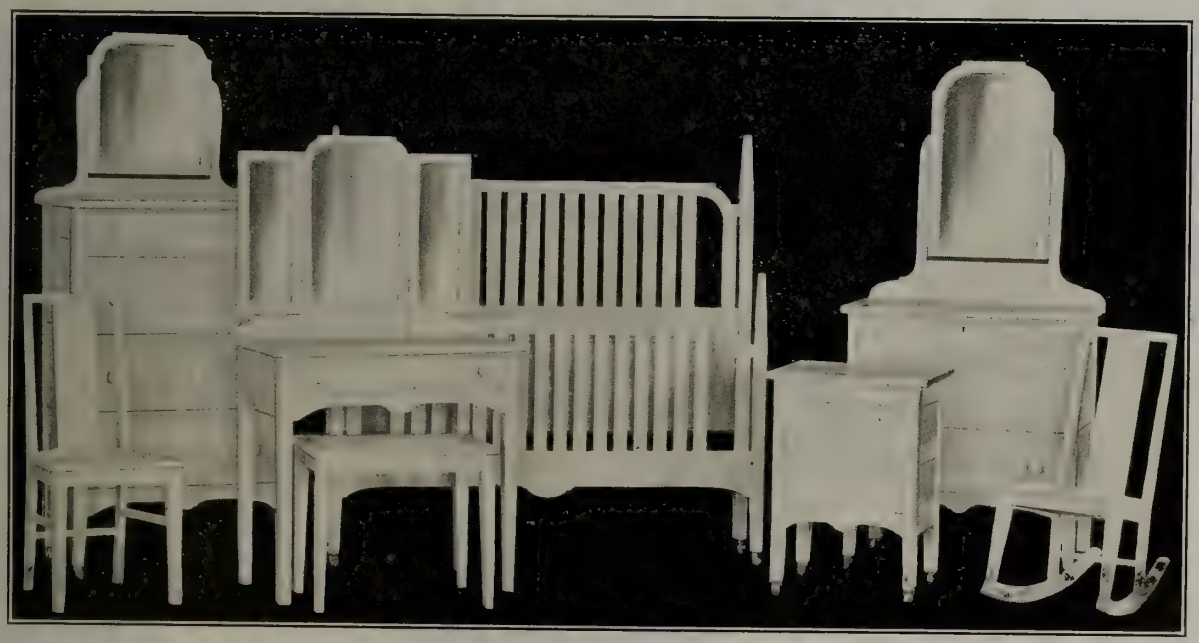
Sincere Christmas Greetings to our Friends
the Furniture Dealers of Canada

We also desire to express to the trade an appreciation of the recognition of our lines and the splendid business entrusted to us during the past twelve months. We trust the New Year will be one of great prosperity to you all.

The Art Furniture Co., Limited :: Kitchener, Ont.

The Canadian Furniture World contains numerous business creating ideas for furniture dealers, yet the subscription price for twelve months is only $1.00. Every furniture dealer and manufacturer in Canada should be a subscriber.

SEASON'S BEST GREETINGS TO THE FURNITURE TRADE



No. 647E—Bedroom Suite, in white enamel

MAY THIS CHRISTMAS BE TO OUR MANY FRIENDS AND CUSTOMERS THE HAPPIEST AND MOST JOYFUL IN THEIR EXPERIENCE; AND THE NEW YEAR BE RICH IN PLENTY, UNBOUNDED IN PROSPERITY AND REAL GENUINE HAPPINESS.

WE DESIRE TO EXPRESS TO YOU OUR DEEP APPRECIATION OF YOUR SPLENDID PATRONAGE DURING THE YEAR NOW CLOSING, AND WE SHALL DO ALL IN OUR POWER TO RENDER YOU THE BEST SERVICE WE KNOW DURING 1919.

THE KNECHTEL FURNITURE CO.

LIMITED

HANOVER ONTARIO

THE GOLD MEDAL LINE

CHRISTMAS GIFTS—Ready To Ship



No. 746—Chair and Rocker in Oak.



No. 745—Chair and Rocker in Oak and Mahogany.



No. 155—Morris Chair in Oak.



No. 749—Chair and Rocker in Oak.



No. 617—Chair and Rocker in Oak.



No. 730—Morris Chair in Oak.

THE GOLD MEDAL FURNITURE MFG. CO., LIMITED

TORONTO MONTREAL WINNIPEG UXBRIDGE

D. O. McKINNON
GENERAL MANAGER

W. B. HART
ADVERTISING MANAGER

Canadian
FURNITURE WORLD
AND THE UNDERTAKER

WM. J. BRYANS
JAMES O'HAGAN
EDITORS

Published by The Commercial Press, Ltd., 32 Colborne Street, Toronto.

Subscription Rate $1.00 per year in Canada, Great Britain and British Colonies; $1.50 to the United States.

VOL. 8. TORONTO, DECEMBER, 1918 No. 12.

FEATURE FURNITURE FOR XMAS GIFTS

Dealers can help trade by making a strong drive to popularize furniture for gift purposes—Will help trade in future years by getting people into the habit of giving furniture—Useful gifts are in vogue this year—Should be featured

THIS is a year when furniture dealers individually and collectively should put forth a real worthwhile effort to popularize furniture for gift purposes. It presents an avenue of opportunity to build up sales not only for the present year, but for other seasons to come.

Demand for Useful Gifts

There is no doubt about the fact that the public have been of a more practical turn of mind since the commencement of war, and this is particularly marked this year. The thrift campaign of the past couple of months has given them a better view of the value of money and the need of spending it properly. The foolish method that characterized Xmas buying before the war will be noticeable by its absence. Useful gifts are in order and there is nothing more useful than furniture.

Help Future Trade Too

Accordingly, there is an excellent opportunity for the dealer, not only to enlarge his Xmas trade this year but popularize furniture for gift purposes in a manner that will benefit his business in other years to come. Furniture dealers in every community might well co-operate in a campaign to popularize furniture for this purpose. Some combined advertising might be done in the local paper and cards for window and interior printed and distributed to all dealers in furnishings.

The plan followed by the electrical dealers of Brantford two years ago might well be copied by furniture men in any centre. They used banners on their motor cars and delivery wagons boosting their particular goods for gift purposes. Why couldn't the same idea be used by other dealers. A big opportunity is presented. It should be taken full advantage of.



Arrangement of a furniture gift department that will offer suggestions to the dealer.

Seasonable Suggestions for the Furniture Dealer

PROPER publicity can be made to play an important part in attracting Christmas trade to the store. It is the hook and line that the dealer can use to corral the trade of customers who may not ordinarily come within his range, while it presents goods and



Xmas advertisement of Toronto furniture store.

suggestions to present customers in a manner to induce them to buy more goods.

Most dealers have fired some preliminary shots in the interests of Xmas trade, but a steady drive from now until the end of the festive season is desirable. Some suggestions for Xmas ads. were given in our last issue and more will be found in this number.

A CHRISTMAS DISPLAY SUGGESTION

A platform for the display of Christmas goods may be in an open space on the floor or in a window. The best method is to build three platforms out of inch lumber and build them up in a sort of pyramid. These should be perfectly rigid.

The first platform should be about 24 inches, the second about 18 inches and the third about 15 inches. All three should be covered with red cambric.

On the top build a framework in the shape of a chimney and cover with brick crepe paper, or mark bricks on the red cambric with white chalk.

Coming out at the top put a Santa Claus figure. A Santa suit can be stuffed out for the body, mittens for the hands and a Santa mask and cap stuffed out for the head. If you can borrow an old wax head to use the mask on you can get a better effect.

KEEP FROST FROM THE WINDOW

The value of too many windows is reduced to zero during the cold weather by the formation of frost on the glass. Dealers who have been troubled in this regard during past years should take steps now against its recurrence. Time and money spent in this work will prove a good investment in the greater returns that will come in from a window on which no frost forms during the winter. The only permanent method of preventing this, says one writer, is to so construct the window that the same temperature can be maintained both inside and out. This necessitates a current of air inside warmer than on the outside. Moisture which comes in contact with the colder glass is frozen on it. Occasionally in very mild weather the air on the outside becomes



The price in red and the wording in black makes a strong combination on display card.

warmer than that inside, and frost forms from the same cause outside the glass.

To bring about this it is essential that the background be built clear up to the top of the ceiling, and be as nearly air-tight as possible. To insure a good supply of light at the same time, it would be advisable to board up the back of the window five or six feet, and use glass in the rest of the space.

The boards in the background can have a couple of thicknesses of white unbleached muslin pasted to them on a painted background. If white unbleached muslin, with two thicknesses, is used, an excellent effect will be obtained and the muslin can, when desired, be covered with crepe paper or cloth.

In a city store an original idea has been used. Small openings have been provided above the plate glass on the sides of the window. The openings are about 6 x 16 inches, and are operated from the interior of the windows. They can be kept open sufficiently to maintain the temperature inside on a par with that outside. At the same time, being on the sides, they are not exposed to the dust of the street. Neither do they detract from the appearance of the store front.

There are many other methods in use. Some shops frequently use a gas flame. A gas pipe extends across the bottom and front of the window on the inside. This contains several small holes short distances apart, and the gas is kept burning all day. This keeps the plate glass on the inside so warm that the moisture of the air does not freeze on it.

Another plan is to use the electric fan. This keeps the air circulating throughout the window and comparatively dry. There is considerable expense attached to this, as electricity is being consumed all the time the fan is in motion. The plan, however, is fairly effective.

Rubbing the glass with glycerine has been tried, but this method usually leaves the glass smeared. A solution of alcohol or methylated spirits is also sometimes used, but here again expense arises. The cost is too high to make such a remedy general.

THIS IS THE AGE OF SERVICE

THIS is the age of service in business. The store to-day that gives the best service and conveniences to its patrons is the one that is forging to the front. The providing of conveniences is a factor of no little importance in bringing customers back to the store to make further purchases. The big stores have realized this fact and are cashing in on it to a remarkable extent. There is no reason why the smaller stores cannot do the same thing.

COLOR COMBINATIONS IN SHOW CARDS

The following are some useful color combinations in letters and backgrounds:

Background — black. Letters — white, golden yellow.

Background—dark blue or dark green. Letters—white, straw color, golden yellow, light grey.

Background—dark red or maroon. Letters—white, straw color, flesh color.

Light background—white. Letters — black, dark blue, dark green, dark red.

Background—straw color. Letters — black, blue, green, red, deep golden brown.

Background—lemon yellow. Letters—black, dark blue, dark green, dark red, brown.

Background—flesh color. Letters — black, dark blue, dark green, dark red, brown.

Background—light blue. Letters—black, dark blue, dark green.

Background—light green. Letters — black, dark blue, dark green.

Background—light yellow ochre. Letters—black, dark blue, dark green, brown.

The above color combinations are useful when a block letter is used without any shading or outlining. Two or more colors may be used in the lettering.

Your customers can teach you some things about the successful management of your business if you give them a chance.

AN EDUCATIONAL WINDOW DISPLAY

IN the opening of their fall furniture trade campaign, The T. Eaton Co., of Toronto, had an educational window display that attracted much attention. It illustrated the evolution of a piece of furniture from the tree to the finished product. Several sections of trees were shown in the rough as well as the piece of the lumber cut from the same kind of tree. Cards were used bearing the name of the wood and illustrating how prices have advanced. These signs read as follows:

Beech lumber in the log, 1898, $4; 1918, $24 per M.
Cherry lumber in the log, 1898, $12; 1918, $30 per M.
Birch lumber in the log, 1898, $6; 1918, $30 per M.
Maple lumber in the log, 1898, $6; 1918, $30 per M.
Soft Elm in the log, 1898, $6; 1918, $32 per M.
Rock Elm in the log, 1918, $6; 1918, $40 per M.
Ash lumber in the log, 1898, $6; 1918 $32 per M.
Basswood lumber in the log, 1898, $8; 1918, $35 per M.

There were also shown one and two inch thicknesses of the finished lumber in quartered white oak, plain oak, plain white oak, quarter sawed oak, American black walnut, mahogany (Mexican), and white-wood. The bottom of the window was liberally covered with shavings and sawdust representing a typical workshop, and among the accessories to make the natural setting were a bench, vise, a circular saw, crosscut saw, etc. In the background were shown mahogany chairs, oak buffets, and other articles of furniture in the process of production. The furniture was shown in the natural wood and also in its beautiful finished state.

STUDY *proper* XMAS ADVERTISING APPEAL

The dealer should recognize the fact that different kinds of advertising must be used to attract different kinds of trade.

A MERCHANT in an Ontario city said to the writer not long ago that he had decided to do some persistent advertising, but was in a quandry as to what kind of an appeal to use in his copy.

"For instance," he said, "I find that Blank's use what one might describe as dignified copy—talk of quality and imported and out-of-the-season lines, with nary a word about price. They appear to be doing a good business, and I about decided that that is the kind of advertising I should use, when I remember that Smith's, who also appear successful, make an appeal on prices entirely, merely listing a lot of goods in their advertising, with prices. Now, the two methods are exactly opposite to one another, and I know not which I should use."

Different Appeal with Different Classes

This serves to bring out the point that the same appeal will not do for all dealers because the character of customers that different stores cater to, vary, and accordingly the advertising appeal must also. In the case of Blank's, his patrons are of the higher class and are interested more in service and quality than in price. The other store caters to the middle and working class, and naturally economy is of more interest to them. For this reason, the dealer should give thought and study as to the policy it is best for him to follow.

If a dealer does not minutely analyze his advertising problem before he enters the public prints, he is apt to waste a large part of his expenditure. So many merchants rush into advertising without proper consideration of the factors involved, that it is no wonder advertising is looked at with doubt by a large number of retailers. For success in advertising can result only from careful inquiry and planning.

The furniture man knows from experience that his advertising problem is more difficult than that of most businesses. The advertiser is trying to break the habit of dealing at a certain store, a habit made firm and strong by daily purchases, and substitute the custom of buying of him. It is a big task, and takes study.

Does the dealer seek customers from that part of the working class that must watch pennies. Big chains are using the price appeal successfully to get and hold their trade.

But most readers of this journal do not cater to this class. They serve either the middle or upper sections of the population. Their clientele, no matter how secured originally, must be held through some appeal other than price, through personal confidence resulting from fair treatment, through quality goods sold at moderate prices, through quick delivery or some similar service.

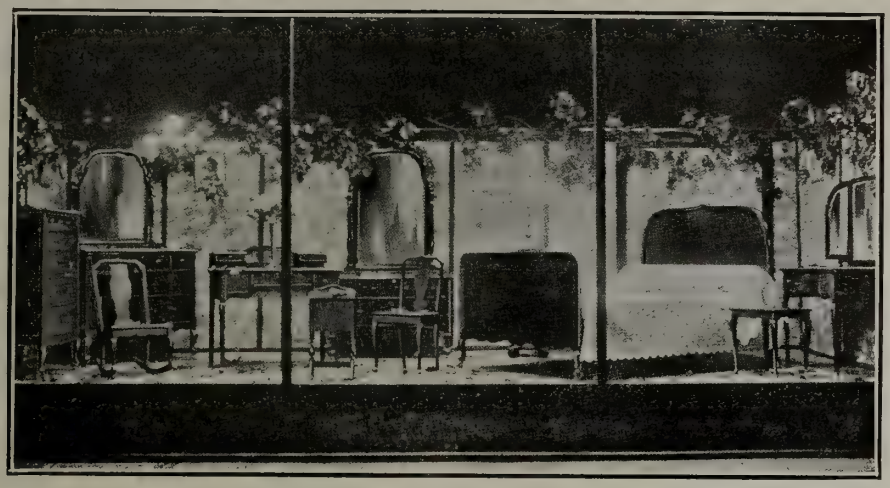
SELL MORE GOODS BY USE OF WINDOW DISPLAYS

A well-dressed window is like a well-dressed man. It spells progress. The appearance of both have a psychological effect upon the public at large, but the difference is, the clothes do not make the man, but the window does make the store, for a store without a window display is like a clock without hands.

Many people buy furniture on the installment plan with the emphasis on the "stall."



Xmas advertisements of Campbell & Campbell, of Brandon, Man., and Wright's Ltd., of Sydney, N.S., which will offer suggestions.



Work Windows to the Limit this Month

THERE is hardly need of emphasizing to the progressive dealer that the display window should be given extra-special attention from now until Christmas. The dealer who does not realize the value of his windows and demonstrate his faith in them by working them to the limit at this season, is passing up one of the biggest opportunities of the year.

Some suggestions for seasonable displays were given in our last issue. Others are given in this issue. Make use of them in pushing hard for a record trade this year.



THE PRACTICAL DESIGNING *of* FURNITURE

An interesting and helpful article on the designing for furniture of all those who build furniture—Must adhere largely to accepted standards in order to make a success—How certain features help sales of staple furniture

Third article of a series written for The Canadian Furniture World
By C. B. Chatfield

IN my two preceding articles I have dwelt at some length upon the business methods of the Northern Furniture Company. I have stated plainly what I believed to be true, that fully forty per cent. of the volume of business which this big plant turns out is traceable directly to service. In other words, they ship the goods.

Must Produce "Sellers"

In order to keep up the demand, however, there are other things which must be taken into consideration. First and foremost in this regard is to keep the line so attractive that dealers will order continuously, and repeatedly, from such patterns as are in stock, with certain assurance that these goods will move off their floors, and yield a profit.

In other words it is up to the designer to produce "sellers." This is not as difficult as may seem. The goods which sell most freely, from the dealer's, as well as the manufacturer's standpoint, are goods which do not embody "freak" ideas, nor smack too strongly of novelty.

I have been accused, as have undoubtedly many of my contemporaries, of making nothing new. This, usually, from persons who have a small knowledge of the accepted styles, and are thus able to say—"this is Chippendale, this is Colonial (save the mark) and this is our old friend Queen Anne. Of course, you have changed it a bit, here and there, but the idea is old—why don't you fellows get up something new."

By way of answer I have in the old days made reply—"There is nothing new under the sun." Which, as far as motif is concerned, is literally true. But what I really meant to say was, "if I made something new no one would buy it." There is not a designer in the business who is master of his profession, who cannot, if he elects, produce new stuff,—but no one will buy it.

Must Satisfy Dealer

This is the whole trouble. In order to move goods, they must pass through the usual channels, which means—either the dealer, or his professional buyer. These individuals, while not absolutely hidebound, are at least governed by precedent, and do not have the vision as a rule which warrants them in breaking away from precedent, and launching forth into untried fields. The middle-man is the man whom we must satisfy; were the ultimate consumer given the opportunity of selecting his furniture direct from the cabinet maker—instead of selecting from the wares offered by the dealer—the manufacturing of furniture would be upon an entirely different plane from the present.

Designer Must Adhere Largely to Accepted Standards

So a successful designer must adhere largely to accepted periods, forms, and woods, if his product is to furnish a big volume of business to a plant having enormous capacity for production. Here, in Grand Rapids, it seems to be the policy to strain a bit for novelty, and the greater the effort along this line, the greater the necessity for continuing the policy. Buyers come to Grand Rapids to visit the local factories with one main idea in view, to wit—to see what our local factories have brought out which smacks of novelty. And it has been my observation that in many instances this year's successes are next year's failures

The Experience With Chinese Styles

Having exhausted nearly every possibility in English Period styles some of our designers undertook to introduce Chinese art. It was almost instantly acclaimed as the coming style; but look at it to-day. No one has been able to procure anything in the Chinese manner which can by any straining of the imagination be termed "merchandise." To be sure one sees it on dealers' floors, but the sad, sad, look of the salesman as he passes it by, tells the story. It is on the dealer's floor because he cannot sell it off the floor. A customer who might be interested in Chinese stuff knows almost intuitively how this stuff should be executed. He knows that in the first place it involves an elaborate lacquering, built up from a perfect groundwork. He knows that the art of producing the raised portions is a lost art, and he also knows that decalcomania is never a substitute worth mentioning for the delicate pencilings of the Oriental craftsman.

So I say, that one of the fundamentals of designing is to study the requirements of the individuals who buy your goods, and while it may be possible to introduce, from time to time, certain innovations in form, and certain departures in style, this must be done gradually and not with a disregard for business ends and requirements.

How Certain Features Help Sales

It is a peculiar fact that certain features imparted to an article often assure its selling. Twentny years ago, a salesman said to the writer—"I don't care what style of sideboards you make, but make them with shelves fastened to the standards." And this shelf feature became a fixed requirement; without which no sideboard appeared to move. But with the coming of so-called period styles, the shelves were suddenly thrown into the discard, which leads one to believe that these members had nothing at all to do with the selling qualities of the piece.

Some manufacturers claim that they cannot sell a buffet which stands high from the floor. "There isn't room enough," they say. One thing however, which I have observed is this—a buffet which contains a silver drawer, a napkin drawer under, a long full length

drawer below that, and two cupboards at either side, is almost sure to be a seller if other things are favorable.

Case of Two Italian Renaissance Sets

The Northern Furniture Company, in July, brought out two very radical dining room sets, in the Italian Renaissance. They were decidedly different from anything heretofore produced by this firm, and during the show I "stuck around" with pardonable pride, to listen to the comments of the buyers. One of our Canadian friends who was attending the market admired one of the buffets, but while he declared the design interesting, he did not buy the piece because, to use his own words—"it was too high from the floor, and did not have cupboard room enough."

A few days later another Canadian manufacturer, who operates a factory east of Toronto, actually bought the same buffet, without any comment whatsoever as to the practical nature of the piece itself. Which proves conclusively that in order to satisfy everybody some of the time, and, to paraphrase the immortal Lincoln, somebody all the time, one must diversify his product not a little.

A prominent educator has stated that there will grow up in America, which, let us hope, includes all the terrain from Hudson Bay to the Gulf of Mexico—a demand for fifty thousand designers. I do not know where all this number will be employed; some may specialize on artistic wheelbarrows, others may devote their talents to adorning boxes to contain the tools for cleaning one's boots, and so forth. But if the educator mentioned above would have us infer that the designer is to be schooled in institutions of art, it will avail little or nothing so far as the furniture industry is concerned.

Hints on Designing

Art has been defined as "an infinite capacity for taking pains." Whoever coined this paragraph (I do not know who the author can be), must have tried to design furniture; for that is all the art of furniture designing consists of. True, one must know something of style, but not nearly as much as of fitness. He must know something of drawing, but not nearly as much as of the cost of the piece he draws. He must know something of proportion, but not nearly as much as of the value this proportion represents to the dealer, or to the customer who pays his money for the article itself.

Designing furniture is a trade proposition. There are undoubtedly hundreds of furniture designers in this country but there are not fifty all told who are practical men. By this I mean men who produce merchandise which involves continuous movement, so that the manufacturers and dealers who handle this merchandise may keep their organizations "hittin' on all six."

Designing Successful Merchandise

In order to produce successful merchandise a designer must study the equipment of the plant in which his ideas are to be brought out, and the class of trade which buys the product. Art itself, that is to say, a conception of style and proportion, and the necessary facility, or ease in handling a lump of crayon, is all very well in its place. But what a manufacturer wants is to be assured that when he cuts into good lumber, something will emerge from the finishing room which represents more than so much labor and material.

In other words the art of the designer is to produce, not merely an artistic creation, but a substantial increment in value, over production. How then will he go about it?

Little Extras Eat up the Profits

In my own case I proceed in the following manner: I cannot afford to put money into the interior of a case which is to sell at a popular price. Dust panels alone have kept some factories from paying dividends. Ornaments I have always used sparingly. Let the designer "leave off" all the "work' he possibly can, and rely largely upon proportion, form, texture, and last but not least, color. Color is one of the most valuable qualities, and until recent years has not had the attention it demands. Let me take a simple Sheraton sideboard, and finish it properly, and the average buyer will overlook all the little touches which the old master imparted to the pieces which he made historic.

A Sample Instance

I remember that I reproduced—in outline only—three Hepplewhite chairs for the Retting Company, of Grand Rapids, Michigan, about twenty years ago. This was the Pre-Period era, and actual replies had not as yet begun to show up on the market. It occurred to me to leave off practically all of the delicate channeling and piping so much admired by the collector, save only where this might be done on a shaper with no hand stopping whatever. These pieces brought practically the same price as though the extra labor had been put into them, and sold for several seasons after other manufacturers had offered the same models, faithfully reproduced.

Where ornament is to be used to enrich an article, let the designer analyze the ornament, and try to discover the basic features of the ornament and rely upon it to do the greater part of the enriching.

Do Not Apply Ornament at Random

In other words do not apply a lot of ornament at random, for if this is done one part may detract from the other. It is sometimes surprising how little ornament is required to greatly alter the nature of a composition, and add to its intrinsic value. For example, I was called upon a few months ago to make a bed room suite to fill in a gap in a line, but I was requested to use the same base as was used in a cheaper suite. I took a Louis XVI outline for my toilet frame, a perfectly plain tapered standard terminating with a little finial (from stock) and around the frame, which I channeled, I laid a composition molding of the period. The effect was startling. By the simple expedient of the ornamental molding, all other members, mirror, frame, etc., being the same as the cheaper suite referred to, we had built a piece which sold readily for three dollars more, at an added cost of only thirty-five cents.

What of Period Styles?

One is frequently asked, "What is the coming style in furniture? Are not the Period styles playing out?" To the latter question I will answer that the English Period styles have never played at all in this hemisphere, except as they played into the hands of designers who have taken them and adapted them to our requirements. To the former question, any answer I might make would be futile. All I can say is this: You have your period styles, now analyze them. Trace back their origin to where it came from and you will discover that all that is good in period styles has a foundation in architecture. And don't overlook the Italian types. The Colonial, Mission, Art Neuveau—all may be mastered in a few weeks; but to me at least, the Italian Renaissance is as mystifying, and truly wonderful, as it was twenty-five years ago.

AMMUNITION *for the* SALES MANAGER

Ideas that can be used to advantage in gunning for more business.

By THE EDITOR.

IT is surprising that furniture dealers located in big rooming sections do not put forth stronger efforts to sell furniture to roomers. This is a field of endeavor that might be cultivated to great advantage. There is no young man or woman who does not like refined surroundings and is interested in having a room furnished in such a manner as to be pleasing to themselves and to be admired by their friends. In addition to the argument that the room can be made more like home in this way it can also be pointed out that an unfurnished room can be rented at a lower price and the difference used in gathering together furniture that may be used practically a lifetime.

Dealers who take up the idea may well use advertising space to put this idea before prospective customers. In some cases men might be employed to make personal calls on prospects. The running of advertisements in the "room" and "board" columns of the daily newspapers would also be a good means of getting in touch with roomers.

In addition to the great many sales that might be secured in this way, you are also building up a connection for the future. When these young people to whom you sold furniture for their room secure a home of their own you have an excellent chance of securing the business of furnishing their house complete.

* * *

FEATURING FURNITURE BY THE ROOM

FOLLOWING the Halifax disaster in which many homes were completely wrecked, the Nova Scotia Furniture Company, Limited, made a feature of quoting prices on furniture for two, three, four, and five rooms complete. As many people were forced to entirely refurnish their homes, this proved an excellent way of getting them interested in the offerings of this store.

This is a method of going after sales that might well be used by other dealers even in normal times. The T. Eaton Co., of Toronto, have made use of the idea, devoting page space in the local papers to the quoting of prices on furnished rooms complete, and listing the various articles contained in the arrangement. The Calgary Furniture Store is another firm which has also made use of this plan, getting out an attractive circular which quoted prices on the furnishings of a house complete. They reported results very satisfactory.

* * *

AROUSING CONFIDENCE BY PERSONAL RECOMMENDS

IN going after business of people who are not acquainted with your firm, one of the problems is to get their confidence. People like to feel that you are reliable before entrusting their business to you. This was the view taken by The Crescent Home Furnishers, of Winnipeg, in their dealings with the farmers, and accordingly they worked out a plan of doing this by reproducing on the back of their letterheads, five letters received from well-known firms speaking of their reliability. These were headed, "Know whom you are dealing with. Our reliability is your advantage." Among the letters was one from the Mayor of Winnipeg, while others were from publications with which the people of the province were well-acquainted. The character of these letters is shown by the following:

Gentlemen:

"On looking over our records, we find that we have been doing business with you for a matter of four years, and we wish to state that every transaction was entirely satisfactory to us. It is to our knowledge that many of our readers throughout the West have bought your goods and in no case have we heard of a dissatisfied patron of yours. We have no hesitation whatever in recommending your firm as prompt and reliable, and you no doubt are proving money-savers to many people who buy through the mail.

Wishing your efforts every success, we are,

Yours very truly,

HOME PUBLISHING CO., LIMITED,

Per

Those dealers who make a bid for out of town trade might well make use of this idea in order to get the confidence of prospective customers.

Canadian Furniture World

TORONTO DECEMBER 1918 CANADA

A WAR-TIME REQUEST

To Our Subscribers:

About your subscription receipt:—Instead of sending you a receipt for your renewal subscription, we ask you to watch the expiry date on your next copy. By it you will see your remittance has been received—it will be advanced accordingly.

Thanking you, we are

Gratefully yours,

THE COMMERCIAL PRESS, LIMITED,

32 Colborne Street, Toronto.

Attend January Exhibitions

Furniture dealers should plan now to attend the January Furniture Exhibitions of the Ontario manufacturers which will be held from January 13 to 25. Now that hostilities have ceased and a return to normal conditions is being looked forward to, it behooves the men in the furniture trade to start right in to put their business on a basis that will hasten reconstruction, for the new era is bound to bring an enlarged demand for furnishings that must make the future look bright to the men in the furniture business.

The furniture manufacturers are planning to make the January Exhibitions this year well worthy of the first season of the new era of expansion and prosperity which we are now looking forward to. Displays will not only be extensive but there will be many new lines shown. Altogether, the exhibitions this year promise to be the most interesting held in some years.

Furniture dealers have learned from experience that one of the most fruitful sources of information of value to them in their business are the furniture exhibitions. The dealer acquires a first-hand knowledge of the trend of styles and designs in furniture and gets in touch with the newest goods that are being shown. In addition to this, he gets in touch with other men in the business from whom he is bound to glean many ideas that will prove beneficial to him in his business.

The attending of the January exhibitions is not an expenditure. It is an investment.

* * *

The Designing of Furniture

In an article in this issue a designer of furniture points out that any designer who knows his business can produce "new" stuff, but the problem is to produce goods that will sell. Freak goods may be very interesting but do not always sell.

There is a hint for the buyer in this statement. Freak or extra novelty lines placed on the floor may attract attention, but the big question is—will they sell?

This is the question which the buyer for the furniture store should ask himself when tempted to buy anything of a freakish nature.

Appropriate Cuts

The use of plenty of good cuts is much to be desired in furniture advertising. They help the reader to picture better the article of furniture in actual use in her own home. They also indicate to the reader at a glance the class of article that is being described.

Unfortunately, there are a lot of inappropriate cuts used in advertising by furniture dealers. This is a big mistake. They should be in entire keeping with the subject and should illustrate the actual goods as nearly as possible.

Most manufacturers are glad to supply cuts of their goods if asked to. A. E. Harris, advertising manager of the Neilson Furniture Co. Ltd., of Calgary, states that not only do they use these but they buy a cut service of their own. which gives them exclusive illustrations. He says that cuts are on a par with headlines for attracting attention.

* * *

The Business Outlook

What of the trade prospects in the furniture business with the coming of peace and the return of the men now overseas? They appear to be quite bright when one stops to consider the number of new homes that will be opened with the return of the men who have been at the front. When building materials begin to become more normal there will also be much building of houses and new houses means more furniture.

The Furniture Trade Review in discussing the subject says: "Thus we shall have a constantly increasing addition of men who are making money into the ranks of consumers of furniture, especially young fellows either who married prior to leaving or who are purposing to shortly set up homes. The retail furniture business will improve from the time the first contingent sets foot on American soil, and there will be more labor to do the work. Any readjustment of prices that may come, in wholesale or retail prices of furniture, will be made up in the increased sales. The dollar of invested capital will do the same work—make the same proportionate profit—be prices high or low, which has been the salvation of the retailer with the overhead that he could diminish but little, all through the strenuous times we have passed through."

* * *

Photographs of Your Display

A successful window trimmer known to the writer makes a practice of having photographs taken of his outstanding displays and pasting them in a photograph album for future reference. They are found of great assistance in suggesting arrangements for other displays. They are especially helpful in offering suggestions for seasonable windows.

The present would be a good time for other dealers to begin a photographic record of displays. Some

good Christmas windows are generally arranged and these will form a good beginning for such a collection.

Store proprietors will find such records extremely valuable in case a new man takes charge of the windows. They will show the new trimmer just what arrangements are best suited to the windows in question and also supplement his own ideas as to good general arrangements.

Begin your collection by photographing your special Xmas window. And don't forget to send a copy to The Canadian Furniture World for reproduction.

* * *

Cutting Down Father's Pants

Do you remember the days of your youth when mother used to cut down father's trousers to fit little Willie? Father's pants were of overwhelming dimensions and little Willie never expected that they could be utilized by him. It took mother's ability to adjust this wearing apparel, originally constructed on such a large scale, to fit the smaller requirements of her boy.

Ability of a somewhat similar nature is required by the smaller dealer of to-day so that he may be able to make use of the progressive business-getting methods of the larger stores in his own business. Methods used by some of the larger stores are frequently set forth in these columns. We have sometimes heard criticisms from smaller dealers that these articles are of no use to them because they cannot hope to make use of such elaborate ideas in their small business. It is not expected that they should do this—try to carry out such ideas on the same elaborate manner as a store many times larger—but there is no reason why the same methods as are used with good results by a big store should not be utilized on a smaller scale by the smaller store—or at least such portions of these business-getting plans as suit the particular requirements of the smaller store.

* * *

The Value of a Want Book

To save his own time and that of salesmen calling upon him, as well as to prevent running out of goods, the dealer should have a want-book and see that it is made use of.

Impress upon clerks that as soon as any commodity is seen to be running low, that a note of it be made in the want-book. When the salesman calls you do not have to keep him waiting—you do not have to waste time in running from one end of your store to another sizing up your stock—and you guard against disappointment to customers in being out of goods asked for.

* * *

The Cost of Equipment

The proper manner in which to approach the so-called expense of store fixtures and equipment is from an investment standpoint. Placing money in equipment is not an expense, in the real sense of the word as it brings in its dividends in increased sales and profits.

A certain piece of equipment costs $200. If money is worth 7 per cent. per annum there is a yearly interest charge on that equipment of $14. Taking it for granted that it will give ten years of service, it will be necessary to write off ten per cent. of the cost each year for depreciation, or $20 per year.

This makes a total of $34 per year. The question for you to decide is whether that piece of equipment will bring you in $34 per year extra profit. Of course, good equipment has a general advertising value that cannot be reckoned in dollars and cents.

And do not forget that you are able to conduct the increased business secured at less expense. On account of improved facilities, so that the net result is not only a return on the investment in fixtures, but an increased profit on their whole business.

* * *

Value of Continuous Advertising

Just at the present time some dealers and manufacturers are inclined to slacken up in their advertising because just now they can easily dispose of stock. They forget that this condition will not always continue—may change altogether in a very short time, and unless they have kept prominently before their patrons they may find it difficult to make sales come up to production, especially if some live competitor has maintained a persistent advertising policy.

This is well-illustrated in the case of A. and F. Pears, the English soap makers, who were spending about a quarter of a million dollars annually some fifteen years ago, and they were selling each year a good many million dollars' worth of soap. Everyone knew about Pears' soap—the name was familiar in the farthest corners of the globe, but the directors decided they would get along without advertising because they were selling all that their factories could produce. They did no advertising during the following six months and in that six months lost 35 per cent. of their total business. It cost them $6,500,000 in additional publicity to get back where they had left off.

This shows how quickly the public forgets when advertising is withdrawn. It illustrates the need for constantly repeated advertising.

* * *

Wrong Ideas as to Dealer's Profits

When wholesale houses make a practice of selling goods to employees at wholesale figures they should take some steps to disabuse their minds of the erroneous impression that they are liable to get that retailers make a practice of exacting more than a fair profit on the goods they sell.

This erroneous idea is not likely to be held by those who understand anything about the cost of doing business in the retail trade, but there are many employees of wholesale houses who have not the slightest idea of the amount of gross profit it is necessary for the retailer to make in order to secure a living net profit. For instance, one employee of a wholesale house who had bought goods at wholesale prices was recently holding forth on the exorbitant profits exacted by retailers, setting forth as an example an article (quite a specialty, too) on which the retailer made a profit which only meant a gross profit of 18 per cent., which would no more than pay the cost of doing business for many dealers. Yet, this favored person was decrying the retailer as a profiteer. Surely, wholesale houses might do a little educational work among their employees that would prove advantageous to the retail trade.

Merchandising Suggestions from Our Exchanges

Methods and ideas in furniture retailing as seen by other journals

CENSOR YOUR LETTERS

EVERY letter that leaves your store should be a sensible letter. It should not be written simply because "a letter" must be written. It should develop its reasons logically and show why it is to the advantage of a customer to consider the proposition you present.

Of course good letters are hard to write. If they weren't, there would be fewer of the poor kind.

Make the censorship on all your letters severe. Don't lift it under any consideration. A well composed, neatly written letter is sometimes as successful as a personal solicitation.

The uncensored business letter does as much harm to a store as the uncensored private letter does to a nation. Appoint a censor in your organization to-day —and start him "on the job" immediately.—Decorative Furnisher.

AN ILLUSTRATED LETTER

A MISSOURI furniture man recently tried out a novel plan in circularizing his trade. Realizing that illustrations add wonderfully to the effectiveness of a newspaper advertisement, he wondered why the same would not be true with letters. From manufacturers he procured a number of small cuts, illustrating interior home scenes, and these he had printed on the left hand margin of a number of letterheads which he appropriated for the purpose. The letter was prepared with great care, and the finished product was attractive and interesting, commanding the attention of practically everyone who received it. Results were said to be highly satisfactory.—Grand Rapids Furniture Record.

IMPORTANCE OF SLEEP COMFORT

The National Cash Register Company recently held a large and enthusiastic convention of the wives of their sales agents. The object of this convention was to show how they could help their husbands to be successful in business.

To bring the matter of how their helpfulness could be employed down to practical suggestions, eight ways were outlined whereby an interested wife could make her husband a better business man.

We are outlining one of the suggestions below, as it serves to bring home to us a very important fact that most of us overlook in the hustle and bustle of life.

The wives of the N. C. R. men were told to see that their husbands got enough sleep at night, as one of the essentials to success is sleep.

Eight hours every night in a comfortable bed in a well-ventilated room was urged. This is logical, for sleep is the body's best restorer, and a man who has insufficient sleep and rest is not alert mentally, and is inclined to be grouchy and easily discouraged.

Restful sleep is a medicine—a tonic. Most men don't realize this vital truth, but continue night after night to seek rest on lumpy mattresses and saggy springs.

As a third of one's life is spent in sleep—restoring the body's daily waste—isn't it the better part of wisdom to make that sleep a restful sleep?

And herein lies a suggestion that the aggressive merchant will turn to profit in his sales talks to customers. Sell sleep comfort.—The Alaskan.

A "STOP" CARD

A startling stunt in advertising was recently originated by a New York retailer, and is worth using by one merchant in each city. He furnished an automobile owner with a large cardboard sign on which the word STOP was painted in large red letters. When this car was on a crowded street or when forced to halt for any reason, the owner from the rear seat raised this large sign so the automobilists coming in back of him would see the warning and stop their cars.

The publicity value for the merchant was in a few words lettered beneath the word STOP. These words advised the automobilists to STOP and buy the goods they needed at the merchant's store.—Southern Furniture Journal.

ANSWERING THE PHONE

DID you ever have someone say, "Hold the wire" and then note how long you had to wait? It seems five times as long when you have got that receiver to your ear.

When a customer calls up your office and wishes to talk to a salesman have whoever answers the phone get him to the wire just as soon as you can. If he is not immediately available don't give your customer an opportunity to become vexed and possibly hang up the receiver, but say to the customer, "I've called him; he will be here in just a moment." That relieves the pressure and your salesman will not have an irritable customer to talk to.

It was only the other day that one Chicago firm missed an order for drawings—and one of considerable size—just because of a practice in their office of keeping one holding the wire for what appeared an interminable length of time.—Furniture Journal.

BANK BOOSTS BUSINESS BUILDING

A novel stunt has been inaugurated by the St. Louis Union Bank. It has opened a "Business Building Bureau," whose purpose is to publish a series of advertisements in which will be set forth some things of importance to those engaged in other lines of business, especially to those engaged in retail merchandising.

"In publishing these advertisements," says the Bank, we are anxious to see every enterprise enjoy the greatest possible success. If we can contribute to that end we shall be happy. A realization of the fact that 95 per cent. of the people who go into business fail sooner or later, has resulted in a nation-wide search for knowledge."

A TRUE TALE OF A FURNITURE SALE

An interesting story of an actual experience in which the salesman was inclined to give up in despair—He was repaid for his tedious work when a $1400 sale was made—A true story by J. Russell Pontifex, Ottawa, Ont.

CHAPTER I.

A pretty young lady of some eighteen or twenty years tripped into the store and asked to be shown some furniture. She wished to see dining room, bed room and living room goods, she said. "Something of everything if you please."

The inspection was long, tedious and unsatisfactory to the salesman. The lady went into raptures over this suite and the other, had a glorious time with the living room chairs and chesterfields, looked at her hat in numerous mirrors, asked questions galore about period designs, different finishes, etc., but of buying, never a word—not even a suggestion of making a selection.

At last she was satisfied, graciously asked the salesman for his name or number, and thanked him for his kind attention. She intended to return in a day or two and would ask for him. With visions of a morning wasted, he diplomatically assured her that any of the salesmen would be pleased to show her the goods and said that as the things were all marked in plain figures it would make little difference who was attending her.

Nevertheless the lady went out with the salesman's number neatly written in her note book while the man prayed that he might be busily engaged if she ever called again.

CHAPTER II.

SHE came again, this time with another young lady as light hearted as herself. The salesman resigned himself to his fate, determined to do his duty or die in the attempt. How these two girls revelled in the sight. First, this chair, then that one, and then again the other one appealed to them, and so the fun went on. Then the lady of the first part, (as a lawyer would say) requested the salesman to make a list of several things that she liked. Descriptions, prices and other particulars were dotted down, but alas, that was all. Two hours sufficed to tire the two friends. They decided to go home, and without a single word of thanks or encouragement, they took their departure, leaving the poor man more worried than ever.

CHAPTER III.

"HELLO! Is that Harper's Furniture Store?" "Yes, Sir." "Can you furnish a four-roomed flat for $500?" The salesman assured the enquirer that the question was a peculiar one and that it all depended upon what the gentlemen called furnishing. If good, solid, plain, useful furniture was wanted, then $500 would suffice. If really good period styles in good taste with distinction were needed, then $5,000 would be nearer the mark. The salesman assured the gentleman that the stocks in the store were complete and varied and set out in neat display. He suggested that he be allowed to show them and point out the kind of merchandise he could supply for $500, or better still, would the gentleman like to make a selection, then the salesman would tell him just what it would cost to get a flat furnished to suit his own tastes. This appealed to the enquirer as a good business proposition and he agreed to call and talk the matter over.

CHAPTER IV.

THE pretty girl once more, also a gentleman and the same salesman. The girl produces her list and the man recalls the telephone conversation while the salesman at last begins to see a sale ahead.

The girl's enthusiasm knows no bounds. She realiy must have this bedroom suite in grey, wouldn't be without that black walnut dining suite, while this chesterfield was just too lovely for words. So the sale went along quickly and the total amount figured $1,400. The terms were spot cash and, when everything was settled there came this explanation for the salesman. "My wife and I did not know what we wanted. We desired nice furniture and some assistance in making a selection. You gave great satisfaction to my wife on her first visit. Your answer to my phone message was the only one of several that talked business. All the others assured me that they could furnish me a four-roomed flat for $500 and that without having any idea of the class of goods I required. We are delighted with our selection and thank you very much for your assistance."

Then the salesman made a note of these things and treasured them in his heart, to cheer him in the day of small sales and disappointments, and to act as a reminder that all's well that ends well, no matter what trouble may be caused on the way along.

GETTING AHEAD IN BUSINESS

By W. R. Hotchkin.

The SMILE wins. Your wife knows the popularity of the dealer who SMILES.

The GROUCH is a losing competitor.

Smile in your own business, whether you meet your customers personally or not—for smiles are contagious, and your employees will learn to smile.

Teach them to SMILE. Give them cause to smile. Make them happy in their work. If you have any who don't deserve to be made happy, that's your fault.

People like to buy in a store where they are always met with a SMILE. They always come back to such a store.

If you have such a store, TELL PEOPLE ABOUT IT.

Have a store worth talking about and then TALK—and talk where hundreds of thousands can hear you, and your business is bound to grow bigger.

MAKE CALENDAR GIVING PROFITABLE

As the new year enters, many furniture dealers are planning to give away calendars to their customers. Some of these calendars are furnished by manufacturers from whom the merchants buy goods, while in many cases merchants go to the expense of getting calendars of a special nature bearing their own individual advertisements.

Calendars passed out carelessly to customers as they visit the store do not bring the returns that are possible when a more careful method of distribution is planned. A dealer in Iowa worked out a plan last year successfully.

He sent out postal cards to his customers, saying that he had purchased just 200 calendars that were especially attractive and that they would be given away to the first 200 customers who visited the store. It is a peculiarity of human nature to want something of which the supply is limited. If there is enough for everybody then nobody is anxious for them.

This merchant advertised that only adult persons would be given calendars and asked customers not to send their children for them. The idea was to get the adults into the store and possibly some of them would not leave without making a purchase.

The plan worked admirably. The merchant gave away several hundred calendars and he got them into the hands of the substantial people of his locality. And the expense for the postal cards he sent out amounted to only a few dollars.

A manufacturer of calendars advises retail dealers of a number of ways of distributing them with the best advertising effect. These suggestions are as follows:

Advertise the calendars in the local paper and state that a copy will be reserved for all who call and register their names at your store before a certain date. Send calendars by mail on the first of January. Before advertising them, arrange all names in alphabetical index; in this way you avoid sending out duplicates.

Use the names in the telephone directory to assist in making up the mailing list and send calendars through the mail, or by messenger. Enclose with the calendar a note directing attention to the picture and to the leading features of your business.

Use postal cards as invitations for people to call and secure calendars after the date mentioned.

After the first of January, when the rush of holiday business is over, send postal cards describing the calendar to a selected mailing list, stating that one has been reserved and request the recipient to call and bring the card to make sure that calendars go to the persons for whom they are intended.

In the country, the postal card system will work well. People will drive miles to get a fine calendar, and, incidentally, do some business with you.

Take your delivery wagon and distribute the calendars to regular customers.

Place then on exhibition, and by newspaper advertising and window cards announce that a calendar will be presented to each person making a purchase to the extent of $1.

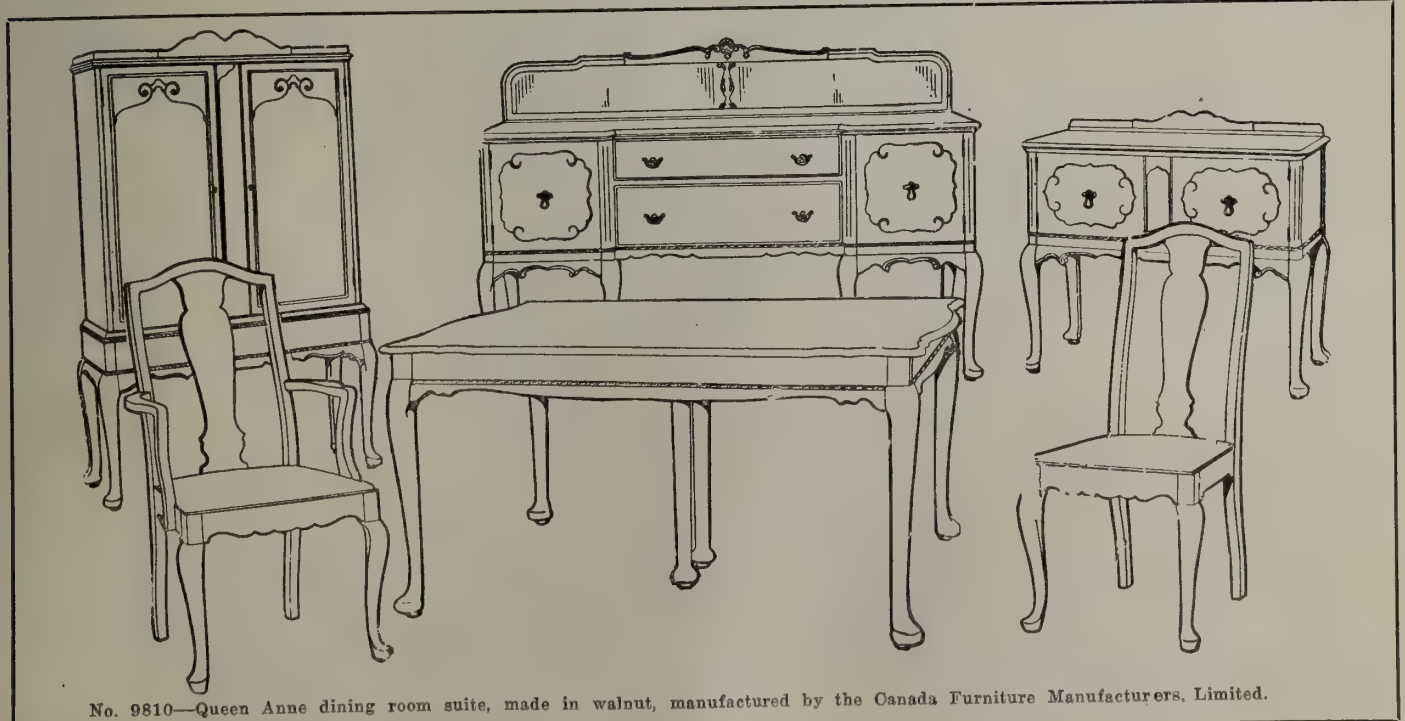
SUGGESTIVE ADS. OR SHOW CARDS

"Give something useful—Once we threw our money helter-skelter—we tried to see how much in tinsel and how little in practical worth we could give away at Xmas time. But the old order changeth—a practical age is here. That's why we suggest a piece of furniture.

"The sensible gift—We know that you are looking for a sensible gift this year. What we mean by sensible is something that will be useful and yet will be appreciated. What is better than a piece of furniture?

"Time to give a practical gift—Show your good will and spread the spirit of happiness by giving furniture —a most welcome gift."

Store economy counts two ways just now. It counts for you and your profits, and it counts in conserving for the nation the supplies saved and the labor used in producing such supplies.



No. 9810—Queen Anne dining room suite, made in walnut, manufactured by the Canada Furniture Manufacturers, Limited.

THE OUTLOOK *in the* FURNITURE INDUSTRY

By Wm. Cawkell
Secretary Furniture Manufacturers' Association

NATURALLY, the advent of peace has caused all persons engaged in the furniture industry, whether manufacturer or retailer, to speculate upon the effect of the changed conditions.

The situation was very fully discussed at a representative meeting of men engaged in the trade, in Toronto recently, and I was instructed to prepare the following statement of their views:—

As to Wages in the Industry

Dealing first with the great question of wages. It was recognized that in the furniture industry, in the past, the wages generally, for so skilled an industry, were not high when compared with the wages paid in other leading industries. There is still a great shortage of labor and as the prices of the necessities of life are not likely to drop for a long time to come, it is felt that there will be no reduction in the present wages.

Shortage of Lumber and Veneers

There is a great shortage of lumber and veneers, and in fact, of all materials that enter into the construction of furniture, and the demand from foreign countries for lumber will increase tremendously, just as soon as ocean tonnage is available, as the best information received shows that there is absolutely no reserve stock of lumber in any of the European timber yards.

Canadian labor for the getting out of timber has been very much restricted during the past few years, and in consequence the Canadian saw mills have very little stock in hand, it will be some years before this labor returns to the woods, and the effect of it is felt in the lumber market now. Lumber is a commodity which is becoming, as years go by, increasingly scarcer and harder to procure on account of the slow growth of hardwood which is required in the furniture trade.

Price of Furniture Inclined Upward

For the above reasons, viz: "No probable diminution in wages, or in the cost of materials," the price of furniture in the very nature of things, will in all probability be increased rather than lessened, and that before very long.

A very considerable quantity of furniture will in all probability be required by the farmers of this country, who by reason now of their great prosperity and the undoubted prosperity they will enjoy for many years, will be enabled to furnish their homes comfortably if not luxuriously.

Demand for Furniture from Returned Men

It has been estimated that there are about three hundred thousand Canadian soldiers overseas, many of whom are married. On their return to Canada we may look forward with confidence to the married men furnishing, either wholly or partially, homes for their families. It may also confidently be expected that the single men will very soon become married and will want homes for themselves. If only 50 per cent. of the returned soldiers furnish or partially furnish homes after they have returned to Canada, at an expense say not exceeding two hundred dollars per home, the amount thus to be expended for furniture would be not less than thirty million dollars, which in itself would keep the furniture industry of this country busy for over two years, to handle and supply the demand.

Wide Field for Export

A wide field for the export of furniture is opening out before Canadian manufacturers. The Governments are actively interesting themselves in the re-establishment of Belgium and Northern France, which will require a very large amount of household furniture, which Canada can and will supply.

By reason of the great success of the recent Victory Loan, there is a plethora of money in Canada, and the Government have ample funds to finance all the requirements of the people for a very considerable period, and this it has pledged itself to do.



MR. WILLIAM CAWKELL,
Secretary Furniture Manufacturers' Association.

Conditions prevailing in the United States are much the same as in Canada. Wherever examinations of price lists have been made they show that the prices of furniture and chairs made by the leading manufacturers in the United States are on an average higher at the present time than those prevailing in Canada. Such being the case, the danger from dumping goods by the United States into Canada at prices below cost, is now obviated.

Every retailer should consider the stock that he has in his store and in his warehouse as being bought on a favorable market and worth more than it could be replaced for.

The very keenest business observers see no cloud in the horizon to check business prosperity, and no reason to doubt that Canada can be made most prosperous.

COMMERCIAL EDUCATION BEING PROMOTED IN MANITOBA

The first real attempt in Canada to promote commercial education for the special benefit of retail merchants and clerks is being put forth in the province of Manitoba. W. J. Keyes of the University of Manitoba, and J. H. Curle, secretary of the Manitoba Board of the Retail Merchants' Association, recently made a trip through the province in the interests of the plan.

During their trip Mr. Keyes and Mr. Curle visited twenty towns in Manitoba, in fifteen of which meetings were held to present the work already done by the University of Manitoba in commercial education and ascertain what support would be given by the business men of the country towns if the University should deem it fit to place a business expert in the field and undertake to organize classes in groups of towns throughout the province.

Short Course Well Attended by Western Merchants

J. H. Curle, who is also secretary of the Advisory Committee on Commercial Education, outlined at each meeting the various steps which lead up to the formation of that committee and the success which attended the evening lecture courses and the special short course in business offered by the University in February, 1918. The latter, he said, was attended by 134 students consisting of merchants and clerks drawn from Manitoba, Saskatchewan and Western Ontario, while 293 city business people attended the special evening lectures during the short course.

Possibility of Extending Work Considered

It was found that a great many were unable to take advantage of the lectures owing to being short-handed. When this was brought to the attention of the advisory committee it was considered advisable to have a survey made as to the possibilities for extension work in commercial education. The services of W. J. Keyes were secured for one month and he was directed to get as much information as possible bearing on this subject and submit a report on his return. At the meetings held in the country, Mr. Keyes delivered a short address on "Modern Methods in Business," also distributed a retail merchants' service in pamphlet form which was much appreciated by those present. He also submitted facts and figures on the causes of failure in business; waste caused by frequent changes in business and the remedies which have been and are now being applied to reduce the "business death rate."

Following the talks given by the representatives of the University opportunity was given for discussion by local business men and women. At each of the towns where meetings were held petitions addressed to the University were signed asking for a series of five lectures in business to be delivered in the town.

Plan Series of Lectures in Each Town

The plan referred to would require the services of a business expert who would organize merchants and clerks into classes of sufficient size to warrant the course. The towns selected would be visited by the expert one night per week for five weeks. This arrangement would make it possible for five towns to each receive a course of five lectures. At the same time business conditions could be studied and information compiled for future use in meeting problems peculiar to the town visited.

The editors of country newspapers were deeply interested in the proposal of the University to help those unable to take advantage of the course offered in Winnipeg. Professional men were enthusiastic and in many cases stated that they also would enroll as students in order to assist in making the work a success.

Need of Educational Work

They found that there were very many very competent merchants but that a very large percentage of those engaged in business were in great need of helpful instruction and advice in (1) buying and arranging stock, (2) keeping proper books of accounts and records, (3) development of local trade, and (4) knowledge of other successful merchants. Many of the merchants visited suggested that the managers of wholesale houses should pay them an annual visit and that there should be greater co-operation on the part of wholesalers in studying and assisting and solving the outside competition.



No. 647E—Bedroom Suite, in white enamel, manufactured by the Knechtel Furniture Co. Ltd., Hanover, Ont.

KNOBS *of* NEWS

Ball & Atkinson, furniture dealers, of Clinton, Ont., suffered fire loss recently.

H. J. Taylor is the owner of a new furniture store at 250 Danforth Ave., Toronto.

White, Smith & Co., furniture dealers, of Montreal, have recently been registered.

H. J. Burns has purchased the business of Lambert Bertrand, of Amherstburg, Ont.

John Clark, furniture dealer of Dunnville, Ont., has been appointed clerk of the town.

W. J. McLean is now proprietor of the business conducted at Tottenham, Ont., by Mrs. M. E. Maybee.

A. M. Smyth of the Strathroy Furniture Co. Ltd., Strathroy, Ont., recently returned from a trip to California.

L. F. Hogan has opened a new furniture and undertaking business in Cornwall, Ont., under the style of Hogan & Co. He was formerly with the late W. G. Stoddart.

L. Bertrand, furniture dealer of Amherstburg, Ont., who recently disposed of his business has joined the ranks of the benedicts, his bride being Mrs. Haines, of Detroit.

The furniture and undertaking business of the late W. G. Stoddart, of Cornwall, Ont., has been purchased by Jardine Bros. The store is a new one just completed a short time ago by the late Mr. Stoddart.

W. A. WRIGHT, OF PORT ARTHUR, DEAD

Alderman W. A. Wright, of Port Arthur, Ont., president of the Wright Furniture Company, passed away in the General Hospital after a week's illness of pneumonia. He was 36 years of age and leaves a wife and two children. He was born in Goderich, Ont., moving to Port Arthur in 1910.

He occupied important municipal positions and held a high place in the esteem of the community. For two years he was a member of the Port Arthur City Council. He was also local fuel controller.

FRANK SMITH OF KITCHENER, DEAD

Frank A. Smith, of Kitchener, Ont., who passed away last month from Spanish influenza and pneumonia, was well known to the furniture trade. He had been a successful traveler for fifteen years and was very popular from coast to coast. For some years past he has been in business for himself as manufacturer's agent, representing a number of large Canadian and American mills.

His death was doubly sad from the fact that he had only been married a short time.

FURNITURE MEN BANQUET E. L. ZIEGLER, OF WINNIPEG

A very pleasant function took place at the Fort Garry Hotel, Winnipeg, on Thursday evening, November 21, when the Western representatives of the wholesale furniture and bedding trades tendered a dinner to Mr. E. L. Ziegler, the late manager of the furniture department of the T. Eaton Co. Ltd., on the occasion of his departure from Winnipeg.

Those present were: F. J. Baker, Fred, Endress, Dan. McIntyre, Wm. Paine, Don Bouey, Archie McIntyre, Jack Scott, Mr. Cooke, A. W. (Ostermoor) Johnson, E. J. Brownlee, and R. D. Turner in the chair.

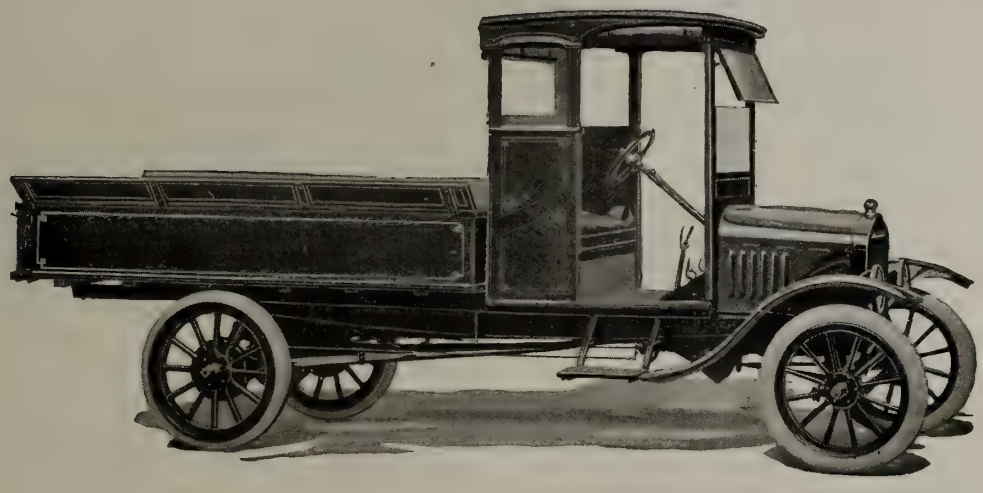
After a most sumptuous repast had been partaken of and the King toasted, the toast master called upon A. W. Johnson to make the presentation of a handsome gold clock to the guest. This was done in a very witty and clever vein and was responded to by Mr. Zeigler in a most feeling manner. Toasts to "Our Guest," and the British Empire brought forth suitable responses.

The evening was passed in song and story until the witching hour of midnight, and broke up but with one regret, namely that Mr. Zeigler had seen fit to desert the West for the East, thereby ignoring Horace Greeley's advice to young men. Mr. Ziegler has been in control of the furniture department of the T. Eaton Co. Ltd., for thirteen years, and during that time has made a host of friends, both of a business nature and socially, and will be greatly missed. His unfailing courtesy and his devotion to duty have won admiration from his business associates. Wherever he may go he can rest assured that all good wishes for his future and happiness go with him from his Winnipeg friends.



New utility box, manufactured by D. L. Shafer & Company, of St. Thomas, Ont. Covered in assorted chintzes, trimmed with rattan. Made of three-quarter inch British Columbia cedar.

Write for Prices on this Fine Delivery Body



"IMPROVED" EXPRESS BODY

Every Live Furniture Dealer wants the best delivery service he can give his customers. Nothing builds up Good-will and Holds Trade like smart delivery, and nothing is more essential to good delivery than putting a strong, handsome Body on the Chassis of your delivery motor. The IMPROVED EXPRESS Body is made to fit any chassis. Mention the chassis you use and write us for prices and full particulars. If we have no agent in your town, we will sell you **direct.**

A Real, Live Agent Wanted in Every District

There is real money in selling Improved Bodies.
If you know of a good agent, please have him write us.

CARRIAGE FACTORIES, LIMITED

Head Office, Excelsior Life Building, Toronto

This advertisement will appear in all Commercial Press Papers.

S. A. LUKE DIES AT OTTAWA

Sidney A. Luke, furniture dealer, of Ottawa, Ont., passed away on November 23, after a brief illness. He was widely known, being Past Grand Master of the Grand Lodge of Canada in Ontario of the A. F. and A. M., and governor of the Rotary Clubs of Eastern Canada and New York State. He was recently elected in Belleville a member of the Council of the Sovereign Grand Priory of the Knights Templar of Canada. He also held the thirty-third degree of the Scottish Rite Masons.

Mr. Luke, furniture dealer, of Oshawa, and Guy Luke, of the Metropolitan Furniture Co., of Hamilton, are brothers of the deceased, as is also F. E. Luke, optician of Yonge St., Toronto.

KINCARDINE FIRMS EXHIBIT IN TORONTO

For the convenience of buyers during the January Furniture Exhibitions, the F. E. Coombe Furniture Co. and the Andrew Malcolm Furniture Co. Ltd., of Kincardine, Ont., have made arrangements for the showing of their goods in Toronto. Their exhibits will be conducted in the showrooms of W. J. Craig, at 215 Victoria St., third floor, and visitors to Toronto are invited to inspect their displays at that address.

ONTARIO FURNITURE EXHIBITIONS FROM JANUARY 13 TO 25

Extensive preparations are being made by Ontario furniture manufacturers for the January exhibitions this year, as it is felt that they will be largely attended on account of the cessation of hostilities and the removal of the feeling of uncertainty that has existed during the past three or four years.

Stratford manufacturers have decided on the period from January 13 to 25 as the dates of their exhibition. Individual displays will be made by the manufacturers in their own factories and showrooms, and they are planning to make the displays well worth inspecting. A number of new lines will be on display.

The furniture manufacturers of Kitchener and Waterloo are holding their January Exhibitions at the same time as Stratford—January 13 to 25. Most of the firms will show in their own factories, but a number of Kitchener firms will display in the Auditorium, Queen St. South.

Some of the Toronto factories will make special displays in their own plants during January, while the Canada Furniture Mfrs. Ltd., of Woodstock, Ont., will hold their usual special display in their permanent show rooms in Toronto.

C. B. CHATFIELD

Designer of Furniture

GRAND RAPIDS - Michigan, U.S.A.

BAETZ BROS. SHOWING NUMBER OF NEW PATTERNS

The Baetz Brothers Furniture Co. Ltd., of Kitchener, will, as usual, conduct an exhibit in the Anthes Furniture Building during the January Exhibition from January 13 to 25. No effort will be spared to have their display up to the usual standard. Quite a number of new patterns will be shown in both lines, and retailers will find the display well worth visiting.

GRAND RAPIDS FURNITURE EXHIBITION FROM JANUARY 1 TO 25

January 1, 1919, will see the opening of the January Furniture Exhibition at Grand Rapids, just as if there had never been a war. It has also been decided to hold an exhibition in July. Hereafter, January and July will be fixed definite for exhibition months.

Just previous to the signing of the armistice it had been determined to have only a single furniture season and that in May. With peace at hand the furniture men very promptly began making plans for their usual furniture season. Indications point to a successful January Exhibition. Definite opening and closing dates have been fixed, making the market a specific season.

CHESLEY FURNITURE CO. MAKES RECORD VICTORY LOAN SHOWING

The Chesley Furniture Co. Limited, of Chesley, Ont., made a record showing in connection with the recent Victory Loan, their factory being one of the few where every employee subscribed. The amount subscribed was 70 per cent. above their objective and the "boys" are justly quite enthusiastic over their achievement. A number of telegrams and letters of appreciation were received by the firm.

LONDON FIRM REPORTS SUCCESSFUL YEAR

The Ontario Spring Bed and Mattress Co., of London, Ont., report 1918 as a very successful year. Their sales have been particularly good on the Adjusto mattress, which is now being largely sold by furniture dealers in Canada. This company, of which A. E. Millar is the manager, make a full line of springs, brass and iron beds and mattresses.

FURNITURE NEWS NOTES

Geo. E. Gruetzner, junior partner of the Gruetzner Furniture Company, Hanover, Ont., passed away this month. This firm conducts a furniture and undertaking business.

Robert Kilgour, of Toronto, widely-known business man, who passed away on December 2, was a brother of J. W. Kilgour, of J. W. Kilgour & Bro. Ltd., furniture manufacturers of Beauharnois, Que., where interment took place.

The Edwards Furniture Company, of Sherbrooke, Que., was a subscriber to the Victory Loan to the extent of $10,000.

USE OF CUTS WHICH DISAPPOINT

Such careless use of illustration in retail advertisements as to bring disappointment to the minds of customers when they see the actual goods, is a practice which is often the cause of trouble in communities which have active advertising club vigilance committees, says a bulletin from the National Vigilance Committee of the Associated Advertising Clubs of the World.

A case in point was that of the use of an illustration of a carpet sweeper of high grade when, as a matter of fact, the sweeper on sale was of a much cheaper article, and decidedly plainer in appearance than the illustration indicated.

An investigation indicates that while the error is the other way about in rare cases, and an illustration of a cheaper sweeper is used to advertise one of a better grade. there are fifty cases where the picture is better than the sweeper to one where the sweeper is better than the picture.

"In many instances," says Merle Sidener, chairman of the National Vigilance Committee, "I believe that such errors are the result of thoughtlessness. One illustration looks better than the other, and the man who prepares the advertisements for a store wants them to be attractive. He therefore selects the better looking illustration. It would be better if the advertisement did not appear at all, for it does not pay to fool the public. Untruthful advertising is worse than none in the long run."

Vigilance committees, Mr. Sidener says, have many complaints in relation to the improper use of illustrations, the bulletin mentioning sweepers only as as example.

In one such instance, an artist was handed some "copy" advertising a fern sale, and was instructed to illustrate it. A fern like the picture he drew for the advertisement could not have been had for less than four times the price advertised. Women went to the store to get ferns like the picture. The fact that the ferns which were offered were, without doubt, easily worth the price asked, did not materially help the situation. Customers were disappointed. Customers left the store with a distinct impression that they had been fooled.



Tell Your Customers About Craftsman Quality

DU PONT FABRIKOID
REG. U. S. PAT. OFF.

Fabrikoid is the ideal material for furniture upholstery In the first place it is handsome in appearance—duplicating the effect of higher grade, most expensive leather. Unlike "leather splits," it does not crack or peel, or tear—on the contrary, it is tough and resists the hardest kind of wear. It is also stainproof and sanitary.

So specify that the furniture you order be covered with Fabrikoid and you can then assure your customers that it will give splendid wear and entire satisfaction.

We will gladly send you samples of Craftsmen Quality Fabrikoid showing a large range of finishes and shades.

WRITE TO-DAY

DU PONT FABRIKOID COMPANY

Factory and Sales Office: NEW TORONTO, Ontario.

A. B. CAYA TAKES UP MANUFACTURER'S AGENCY

A. B. Caya, of Kitchener, Ont., is taking up the lines handled by the late F. A. Smith, representing a number of Canadian and U. S. factories. Mrs. F. A. Smith retains an interest in the agency.

For some years Mr. Caya has represented the H. Krug Furniture Company, the Jacques Furniture Co and the Interior Hardwood Company, of Kitchener, in Eastern Ontario and Montreal territory. He has opened an office at 28 King St. E., Kitchener.

FURNITURE RESTRICTIONS IN U. S. OFF

The restrictions on the manufacture of furniture in the United States were withdrawn by the War Industries Board on November 25. They provided for a considerable reduction in the number of patterns and limiting of woods and the elimination of all unnecessaries.

SEND US YOUR XMAS WINDOW

Send us a photograph of your special Xmas window display for reproduction in The Canadian Furniture World. Just address it to the editor, at 32 Colborne St., Toronto.

Talking Machines in the Furniture Store

BIG DRIVE ON PHONOGRAPHS FOR XMAS

THIS is certainly the harvest season for the dealer in phonographs and he should make the most of it. Phonographs have become very popular as Xmas gifts, and rightly so. They make an appreciated gift and have the advantage of reminding the recipient of the giver for years to come.

It is of very little use putting a supply of talking machines into stock if they are to be relegated to an out-of-the-way part of the store. If they are about the only thing they will do is to accumulate dust and eat up the capital that is invested in them.

Keep them in the lime light, not only during the Christmas season but at all seasons, for music is always seasonable, and particularly the music which the talking machine can supply. The piano or the organ may go untouched during the summer months when people live out of doors. But with the talking machine it is different. It can be carried to the verandah, the summer resort, or wherever the people rendezvous. Therefore it is a good line to keep in view every month during the year.

Make occasional window displays of them. And make the displays as unique as possible. The Christmas holiday season is a particularly good time to do so. And when customers are in the store see that a machine is kept in operation. A remark passed by a customer may afford an opportunity to make a sale of either a machine or of a record or two.

And don't overlook the importance of advertising. Use the local papers. And supplementary to the local papers use circulars, addressing them to the people in your locality. Do this for the Christmas trade by all means, and occasionally during other parts of the year. A nicely gotten up circular will serve the double purpose of reminding the people of your neighborhood that you are still in business. If you do the thing properly it will also suggest to them that you are wide awake, and that is a reputation well worth earning.

If you have not yet made up your mind to handle talking machines do it now. It will help you in your Christmas trade and for all time to come. Don't let any more water run under the bridge without your getting some benefit from it.



An attractive Christmas window of talking machines and records which will offer some good suggestions to readers.

NOTHING stands still—and the Furniture Trade is no exception!

ANY house that feels satisfied with whatever it HAS and refuses to try and create NEW customers is slipping back!

A buyer CANNOT hope to find the best opportunity in a house that is no longer putting forth its very best efforts to make MORE friends!

If YOU want to make MORE friends and expand your business along progressive lines, OPEN A PHONOGRAPH DEPARTMENT, and if you believe that it IS more important to have the customer satisfied than to merely have a record on your books of a sale—be SURE to write us for our latest confidential Booklet, "A Word With You," for it gives you ALL the particulars of the FINEST phonograph made, the

Pathéphone

*"So far remote from the commonplace in Phonograph making that it offers many extraordinary talking points and service features and places it in your customer's hands as THE FINEST PHONOGRAPH MADE, NOT IN **ANY** CLASS EXCEPTING ITS **OWN**"*

Pathé Frères Phonograph Sales Co.

4-6-8 CLIFFORD ST., TORONTO

DISTRIBUTORS

Ontario—Pathe Freres Phonograph Sales Co., Toronto.
Quebec—Pathe Freres Phonograph Sales Co., Montreal.
Manitoba, Saskatchewan, Alberta and British Columbia—
R. J. Whitla & Co., Limited, Winnipeg, Man.
New Brunswick, Nova Scotia and Prince Edward Island—
H. L. Hewson & Son, Limited, Amherst, N.S.

AGENTS WANTED EVERYWHERE

INCREASING *the* EFFICIENCY *of* SALES FORCE

Eleven positive qualities that will help sales are:—analysis, judgment, system, work, concentration, initiative, ambition, enthusiasm, courtesy, agreeableness and optimism—Some suggestions of value to talking machine salesmen.

W. E. DEWELL, manager of the phonograph department of the Killian Co., Cedar Rapids, Ia., is a firm believer in the fact that salesmanship is the most important item in business, and holds that the successful salesman is one who makes a systematic study of his selling problems and seeks constantly to improve his methods and increase his efficiency.

Increased Sales from Within the Store

"I have always maintained that the increase in sales comes from the increased efficiency of your sales people," says Mr. Dewell. "In other words the increase comes from within your store rather than from without. You can increase your volume of business very materially without an additional looker or prospect if your sales people are in the proper state of mind.

"The method used to accomplish this is shown herewith. Once every month I prepare such a bulletin, a copy is given to each salesperson, and every morning one of the sales people calls our attention to the qualities listed so that every day in the year we are confronted with success qualities rather than thoughts that hamper our business, and under this training some of my sales people have increased their sales from 60 to 80 per cent. Two of my young men in less than two years time have secured positions as department managers and are still using the success thoughts.

Use of Monthly Bulletin

"Most sales people know the things that are listed on attached papers, but forget to use them, so that our monthly bulletins, with daily reference to them, keep those thoughts foremost in their minds."

A sample of Mr. Dewell's monthly bulletin reads as follows:

"Analysis of phonograph to be studied and used—questions to ask ourselves and be answered—

"(a) Who produced or manufactured it?
"(b) What is the method of production?
"(c) Where was it produced?
"(d) Of what is it composed?

"How does it compare as to finish, material, workmanship and price with competitive articles put out for the same purpose?

"Can it be shown that its value to the purchaser compares favorably with its cost?

"What is its purpose—in other words, what is it good for?

"How can it be analyzed in such a way as to appeal by a logical process of argument to the reason and best judgment of the customer?

"What portions of it can be used to appeal to the emotional or spiritual nature of the customer?

"To what class of people can it be sold? If it can be sold to several classes of people, is there a distinctive line of argument for each class?

"We must study and apply analysis in order that we may be able to analyze all kinds of instruments, our competitors' as well as our own. What appears to be a small point of difference will often close the sale if the point is shown to be superior. Our ability then, to so analyze the instruments of all makes that our point of superiority, although it may be small, is clearly brought out, very often closes the sale.

"Everything else being equal, a customer prefers to buy from the Killian Company. Therefore, we must watch that everything is equal.

Hints to Salesmen

"People will not buy in a department that is dirty, or service poor, or sales people incompetent. They will not buy from a salesman who is poorly dressed, or discourteous, or a poor salesman, especially if he has a good competitor.

"We must thoroughly understand the construction of our instrument. We must learn to think the same thoughts which the man had who made it. If we can do that, if we can find out the reason for taking every step, we are getting a basic knowledge, which, after we have learned how to talk it, will fill our hearts with courage and confidence, and our mouth with words, which are not only the result of skill, but will be skilfully put. It is a great thing to thoroughly understand every point in the talk or argument you are going to make, but it is a much greater art to be able to talk the ideas effectively.

"The salesman whose arguments are not strong, forceful, energetic, and backed up by a magnetic, healthful body, filled with pure red blood, and whose functions are not performed normally, is greatly handicapped.

Good Salesman Learns All the Time

"The greatest salesman is the one who is learning all the time, and thinking all the time, continually digging deeper into his subject for better ideas and better arguments.

"The cry of the hour is for a broader knowledge and more thoroughness.

"A man's personality does not come by accident. It is a natural gift, just as his mind and muscle are natural gifts, and like them it must be cultivated. Develop it by eliminating everything that is bad, and cultivating everything that is good.

"Cut out the blues as well as worry and jealousy and envy, and all their relatives. They are man's worst enemies. Fill your whole mind and lips with energy, hope, sunshine and an invincible determination to do things. Feel every minute of the day that it is the best day you ever had. Like thoughts are always attracted to each other. To think and feel enthusiasm, confidence and success, will develop in you a splendid personality, and set in motion the forces that will bring prosperity and power.

"Be in dead earnest," and your prize can be the world."

Specialization Has Boomed Phonograph Business

By A STAFF EDITOR.

ONE dealer in a small town has succeeded in building up a phonograph business of large proportion. An outstanding feature in regard to his experience with this line is that it was not until he really began to specialize on it that real credible results were attained. For some time phonographs were handled in a desultory sort of way. Instruments were displayed on the floor of the store and demonstrated to those customers who exhibited interest in the line. It was not, however, until he began to make a real drive on the line, combining interior display with advertising, window attention and special demonstration methods that any appreciable headway was made in the matter of sales, and once business was got on the move, sales began to come more easy too. It might be likened to a locomotive, which, when it attains a certain momentum, soon develops real speed. One does not have to search far for the explanation of this. Each machine placed in a home has a value of no small account in inspiring others to a desire to have a machine in their own home. It is by listening to the machine of a friend or neighbor that many people are induced to try one for themselves. Thus, the sale of each machine is a factor in the building of future business.

Has Special Music Room

In order to stimulate sales of talking machines this dealer has fitted out a special music room to the rear of his store where special facilities are provided for the demonstration of machines and records. Chairs are provided for customers while listening to selections; a counter has been erected for the convenient and systematic arrangement of records; the walls are decorated with tasty show cards featuring machines and special records.

The advantages of the special music room are that customers may hear records without disturbance, the salesperson has the customer alone, and is not interrupted in sales making by regular customers, and so is better able to close sales.

Space is used in the local paper to invite customers to visit the music room of the store. In fact, advertising space has been used regularly since the special drive on the line was commenced so that those who did not visit the store very often might be reached. The use of advertising space has been found quite valuable in arousing the initial interest of farmers who have been large purchasers of talking machines, appreciating their value for home entertainment purposes.

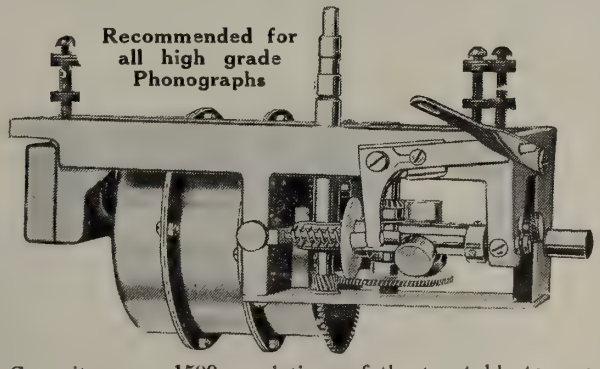
As a result of specializing on this line this dealer informed the writer that he has sold twenty-eight machines in four months in a town of 1,500. He also points out that each machine sold means an enlarged demand for records. In fact, since he began to feature machines and place such large numbers in the district, the record end of the business has shown a material increase and is likely to continue to enlarge as time goes on.

SELL PHONOGRAPHS TO THE SCHOOLS

Now is the time to make an effort to place a talking machine in every school in the country. Talking machines are already considered a necessity in many schools, for marching, for putting vim into setting-up exercises and for affording mental relaxation for the children, and at the same time teaching them an appreciation of music. Just now, when patriotic singing is being encouraged all over the country, it ought to be easy to get the school or schools in your town each to purchase one or more machines. It will pay you to donate $5 or so toward each machine you sell and to make special terms, for the children are going to clamor for new records, and you, of course, will be the one to sell them. Don't delay. Go before the trustees to-day and convince them that they should buy a talking machine, or two machines if the school is a large one. Just picture to them how the machine can play, for instance, a band record for the children to start the day's work with, then can be used all through the day for the other purposes already named. Remember, too, that you will get some publicity by introducing this new feature into your home town schools. Also, the children who hear the phonograph in school are going to want one in their homes, and when they get ready to buy they will purchase from you, if you go after their business in the right way. Go after the school business to-day.—Chicago Furniture Journal.

It is your business as a clerk to know the talking points of whatever you are called upon to sell. If the boss doesn't offer the information, dig it out for yourself, but get it, anyway.

Dayton Motor No. 31



Capacity, over 1500 revolutions of the turntable to one winding. Frame finished in silver bronze. Easily applied to any form of cabinet. Springs powerful, triple, vertical, floating. Easily removable. Turntable drive shaft high quality steel, especially tempered shaft, running in self-oiling bearings. Embody the highest quality of mechanical perfection.

Build satisfaction into your product by using the quality line Dayton Motors, Dayton Tone Arms, Dayton Reproducers. It will bring you more business and satisfy the most exacting customers.

Write for full particulars

The Thomas Mfg. Co.

328 Bolt Street DAYTON, OHIO, U.S.A.

Toronto Office: 911 Kent Bldg.

PHONOGRAPH PUBLICITY IN STORY FORM

C. W. Lindsay, Limited, the big musical goods house with branches in a number of cities in Eastern Canada, have been running phonograph advertisements in story form. They have been entitled "The Adventures of the Average Family," and are continued from day to day. We reproduce some samples herewith:

Monday

Mr. Average got home very tired that night, Monday always being a hard day at the office. After the evening meal, and while he was quietly reading his Recorder and Times, Mary silently stole away from the table, and, going into the living room, started the new Sonora, which she and her mother had purchased that morning at LINDSAY'S. As it happened, the first record Mary placed was an old song Mrs. Average used to sing when her husband "a courtin' came." Mr. Average dropped his newspaper, sat back in his easy chair and listened through the old song, which brought back fond memories of long ago. After the song, and before he could say a word, his wife said: "You know, John, something had to be done to make the home more pleasant for the children. With the schools, the movies and everything closed during this terrible epidemic, they did not know what to do with their time. So I decided to get a phonograph, and I went to LINDSAY'S for it, because Mrs. Brown got hers there, and she says that LINDSAY'S have the biggest stock in town." "You did right," said Mr. Average, "and I believe you and I will enjoy the music just as much as the children. Oh, Mary, put on another record." (To be continued).

Tuesday

Immediately after lunch, Tuesday, Mary Average 'phoned Mr. Caller, her "steady," and told him the good news. "Hello. Is that you, Mr. Caller?—Fine, thank you.—Yes, it is too bad, still I'm not worrying any more because we've got a Sonora now.—Yesterday.—At LINDSAY'S.—Yes, we saw and heard them all, but we picked out this Melodie model because it has such a beautiful tone and it only cost $74.—Yes, we've got that one and many others besides. Do come up to-night and hear them.—Good-bye."

When Mr. Caller arrived that night he had a suspicious looking parcel under his arm. "As we cannot go to the Princess to-night I brought these along," he said. "One of them—'Lil Liza Jane'—is the 'big hit' in New York just now, they tell me, and the chances are we would be hearing it in the theatres these days if they were playing. I dropped in at LINDSAY'S on the way up from the office—they're open till 6.30 every night now you know,—and got a few of the late hits. The salesman looked up the numbers of the records you had purchased, so I couldn't duplicate. That's what I call service."—(To be continued).

SOLICITING DOES THE WORK

"Less than 4 per cent. of my phonograph sales have been to people whom I did not solicit," said S. C. Thornton, of Dundas, Ont., at the recent convention of the Edison dealers in this city. This was over a period of three and one-half years in a town of 5,000 people. Mr. Thornton was addressing the convention on "How I Get Prospects," and he declared that the town dealer's prospect list is his most valuable asset. In getting prospects he told of two methods: First, from the town assessment rolls he secured the name of every resident, age, occupation, religion, owner or tenant, value of property, number of children and their ages. Worthless names were discarded, the others card indexed with the information. A canvassing campaign was mapped out, the town being worked by wards. For three successive weeks the people were circularized with good live literature. The third one, an Amberola on three days' trial, was offered. At the same time Mr. Thornton conducted an advertising campaign by newspaper, concert programs, etc., and slides in the movie. The show window displays and cards were linked up with the campaign.

The personal canvass then commenced. Out of 200



Model 33



Model 37

Two attractive designs of phonographs from the McLagan line. Model 37 is made in selected quarter cut oak and American black walnut. Model 33 is made in American black walnut and solid mahogany.

names selected from the first ward Mr. Thornton stated that he secured between 140 and 150 prospects to 30 per cent. of whom sales were made within a few months. "The rest I followed up in the usual manner and many have since developed into sales," said Mr. Thornton. "Besides, I secured a good number of piano prospects, also record customers, orders for piano tunings and repair work. The piano tunings paid the cost of advertising and circularizing.

"'Second method.' Did it ever occur to you that these days every factory has a large percentage of employees who are earning big wages, and if you could secure their names you would have a valuable list of A-1 prospects? Through a friend I obtained 100 or more names of munition workers making from $5 to $10 a day, these I circularized and followed up as I did in former method. I secured even more prospects from this list and eventually sold 50 per cent. of them."

IMPORTANT THINGS TO KNOW

1. Loud-tone needles are short and thick; soft-tone needles are long and slim.

2. You can make the same selection softer or louder by the needle you use.

3. Never wind your motor too tight.

4. When starting to play, place needle point on smooth outside margin of record and gently slide it into the first playing groove.

5. Always let the motor get a good start, so that the turntable is revolving smoothly before beginning to play.

6. Be sure to use a new needle for each selection. Never use a steel needle twice.

7. When you are through playing, let the motor run down by releasing the brake.

8. When the motor has run down do not turn the turn-table by hand as this may cause damage to the motor.

9. If while playing there is an occasional loud thump or other jarring noise inside the machine it is usually an indication that the main spring of the motor needs lubricating; but do not attempt to do this until first writing us for instructions. This will not happen until the machine has had months—sometimes years—of service.

10. If—after several months or years of service—your machine begins to run unevenly, or seems weak, it probably needs oiling.

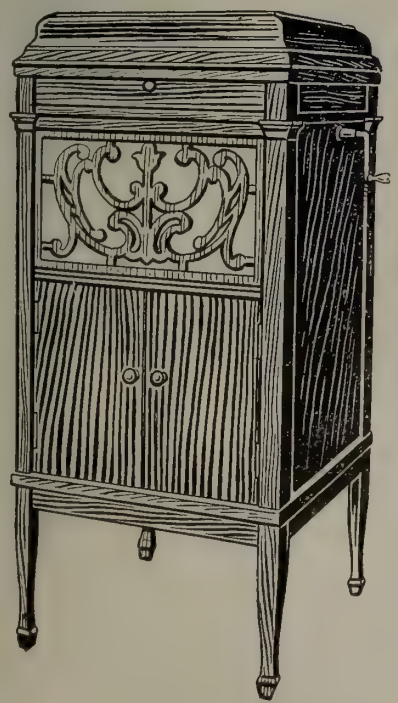
WHY NOT USE RECORDS TO CARRY LOVE'S MESSAGE?

Flowers and bonbons may cost more, but they will not prove so lasting as a love song traced on a disc, which may be repeated, perhaps 1,000 times, without wearying the beloved.

If you and "she" have a favorite song, which you are accustomed to sing together, send that one to her by all means.

If she is as yet quite unapproachable, pick out "Drink to Me Only With Thine Eyes." If an ardent protestation is admissible select "Love, Here Is My Heart." Or plead well with "Love Me and the World Is Mine." For a love estranged there is "My Rosary." For the middle-aged husband to send to his wife there is "Love's Old Sweet Song."

"My Hero" ought to win favor for any maid who has the courage to send it to a man.



Gold Medal B

Gold Medal Phonographs



Model D

There is a shortage of machines, but we still have a limited supply of B, C, and D models for immediate shipment.

We have also a good stock of all designs
RECORD CABINETS.

THE GOLD MEDAL FURNITURE MFG. CO., LIMITED

TORONTO

REVOLUTIONARY IDEA IN PHONOGRAPHS

In the Pathe "Actuell" which was shown at the National Exhibition at Toronto this year, and which attracted a good deal of attention, the Pathe Freres Phonograph Company presented quite a revolutionary idea in the reproducing of music. It is without sound box or tone arm and entirely devoid of any form of amplifying horn. In other words, it represents a distinct new form of phonograph reproduction, representing years of experimenting and long and careful work of the Pathe experts in its final development to a point of practicability.

The "Actuell" consists principally of a large cone-shaped diaphragm of parchment fitted into a large circular aluminum frame. The centre of the diaphragm is connected by a wire, under tension, with the needle holder. The sound as it comes from the record sets up vibrations in the wire, and the vibrations are released in the form of recognizable sound directly from the diaphragm. The volume of sound is controlled by a special attachment on the arm protecting the wire, for those who desire this method, but is more readily controlled by the opening and closing of the doors of the cabinet. There are two doors in front, each of which may be closed separately, and a large door on the side which also gives control to the tonal volume.

The circular frame holding the diaphragm is constructed of aluminum, heavily gold plated, as is the tube through which the wire runs from the needle to the diaphragm, as well as the other metal parts of the attachment. The simple twist of the needle holder permits the playing of either hill and dale or lateral cut records on the same machine, and it therefore makes the new reproducer practically universal in its application. It is claimed for the Pathe "Actuell" that, inasmuch as the sound comes in its full volume direct from the reproducer to the ear, it does not suffer from the overtones or conflicting vibrations that sometimes develop when the sound is carried through an amplifying current and likewise by reducing the number of factors incident to tone reproduction also reduces the chances of unsatisfactory reproduction.

At the official demonstration exhaustive tests were made of the new reproducer diaphragm on Pathe and other standard makes of machines, with a great variety of records, and it did not require an expert to testify as to the tone volume of the new reproducer or to the fact that through its use surface noise, if not entirely eliminated, is reduced to a point where it is not audible.

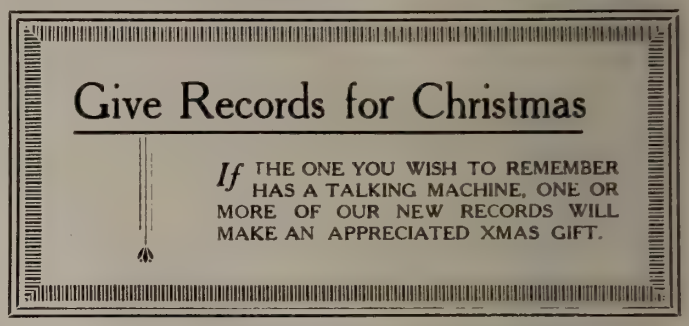
Through the use of the new device the tone, whether it be of the voice or a musical instrument, is thrown to every part of the room with equal intensity, and not thrown by the means of a horn in one particular direction.

The object of this device is particularly directed to the attainment of direct propagation in free air from a record of self-sustaining sound waves, substantially corresponding to the original recorded sounds, in intensity or amplitude, as well as in pitch and timbre. The sound waves are amplified on the body of this device the same as the tone of a string is amplified on the body of a violin and faithfully transmits the vibrations of the record in a manner that the results are actual reproduction of the original voice or instrument, without change of character and without appreciable loss of energy.

FEATURE RECORDS FOR XMAS TOO

From now until Christmas is a time when records should be played up strongly. A good record makes an excellent Xmas gift for anyone who has a machine and this fact should be featured in advertising space and by show card.

Owners of machines should be urged to buy some new records for Christmas. One ad. along this line



A seasonable show card for boosting record sales.

used by a dealer last year was headed, "Introduce some new musical artists as your Xmas guests." It continued, "You choose them yourself, and they will perform for you just the selections that will delight you most. We have thousands of records of the masterpieces of the world's greatest musicians for you to choose from. A few records for your home talking machine or to give a friend who has one, will make the joys of Christmas morning complete, and bring continuous pleasure to the home they enter."

SEASONABLE TIPS ON WINDOW TRIMMING

A Toronto dealer whose store is on a corner has a card in the window: "Make use of your time. Study the goods in this display while waiting for your car."

This is really the opening of the window display season. Why not invest a little money in necessary fixtures now?

Use plenty of show cards in the display window. They help to make sales.

Who Am I?

——I am more talked of than anything else in America!
I am the autocrat of the commercial interests!
I control the treasuries of the world!
I command the bank clearances!
I am as powerful as Ajax!
I can stop commerce!
I am supreme!
Rulers, and the common people alike take off their hats to me.
My aristocratic cousins, the luxurious Pullman car, and the steel coach, who in the past snubbed me, now crave my favors!
I am merciful!
I can help you, but I lack energy!
You must supply that!
Left to my own efforts, I am inert and innocuous!
Energize me and you increase your bank account!
Stimulate me and the wheels of commerce revolve!

WHO I AM!

I am the freight car!
I market your crops!
Load me promptly!
Unload me quickly!
Move me swiftly, and you will prosper!

—St. Louis Furniture News.



Mode "Prince"

PHONOLAS

in the homes of our people helped thousands to keep courageous and cheery during four years of war.

With the coming of peace the field for selling Phonolas widens.

Having the agency for Phonolas and Phonola Records is one of your best preparations for a return to normal merchandising conditions.

Write for our proposition

The Phonola Co. of Canada, Limited

KITCHENER :: CANADA

Undertakers' Department

Problems affecting the Undertaking Profession are here discussed and readers are invited to send letters expressing their views on any of the subjects dealt with—News of the profession throughout Canada.

SOME ESSENTIAL EMBALMING ELEMENTS

Third article in a review course of instruction for readers of Canadian Furniture World and The Undertaker

By HOWARD S. ECKELS, Ph. G.

THIS "Circle of Willis" system mentioned in last month's issue equalizes the pressure of the blood and thus relieves the brain from excessive pressure at any given point, and also through its many branches diffuses the blood evenly throughout the entire brain tissue.

You will note, therefore, that preservation of the brain is abundantly assured from this liberal distribution of the fluid by arterial embalming.

From the lower termination of the aorta, which is about at a point opposite the fourth lumbar vertebrae, or beneath the umbilicus, the first two large branches are the common iliac arteries, which descend for a short distance before they each divide into two branches, the external and the internal iliac arteries. The latter supplies the organs of generation; the former descends over the ilium and beneath the ligament known as Pouparts' ligament, and from thence continues down the thigh, where it is known as the femoral artery.

The femoral artery lies on the inner, upper side of the thigh, between the sartorious and the adductor longus muscle. The largest branch is the profunda femorus, which leaves the femoral artery in the upper part of the thigh. At the knee the femoral continues as the popliteal, which descends to the under side of the leg. Below the knee it divides into the anterior and posterior tibial arteries.

A few inches below this the posterior tibial sends off a large and important branch, the perineal, also known as the fibula artery, which near the ankle sends off another branch. At the foot there are consequently four trunk arteries.

Other important arteries are those that supply the organs of the thoracic and abdominal cavities.

These arteries are the immediate carriers of the fluid to the viscera and also to the entire trunk of the body. As they are large in circumference and many of them are short in length, they consequently carry a greater proportion of fluid under the same pressure that the extremity arteries do in many cases.

The important branches that lead to the organs that are frequently severed by physicians in making post-mortems should be tied off by the embalmer (if he has the opportunity). That is, if he is present at a post-mortem and knows which arteries are severed by the surgeon, he should tie them and thus re-establish partial circulation, allowing proper embalming of the body to be done by the usual methods. In other cases, and where you are not present at the post-mortem, other methods are necessary. These will be fully described under the head of "How to Successfully Embalm Autopsied Bodies."

The first of the large important branches above the diaphragm, to supply the organs in the thorax, are the coronary arteries, which supply the heart tissues, the intercostal arteries, which branch from the aorta directly and extend around the trunk between the ribs, supplying the intercostal tissues.

Below the diaphragm is the largest branch of the aorta, the coeliac axis, which is an artery about an inch in length and which sends off three important branches. One ascends to the left and is known as the gastric artery. It supplies the stomach. The splenic artery supplies the spleen and the hepatic artery branches to the right and supplies the liver. Each of these three branches send off still other branch arteries, which connect with each other and thus form the circulation described as the superficial gastric circulation, which is also known as the digestive circle.

The next large branch of the aorta is the superior mesenteric artery, which supplies the large intestines. The next large branches are the "renal" arteries, which supply the kidneys, and the next is the "inferior mesenteric," which supplies the small intestines.

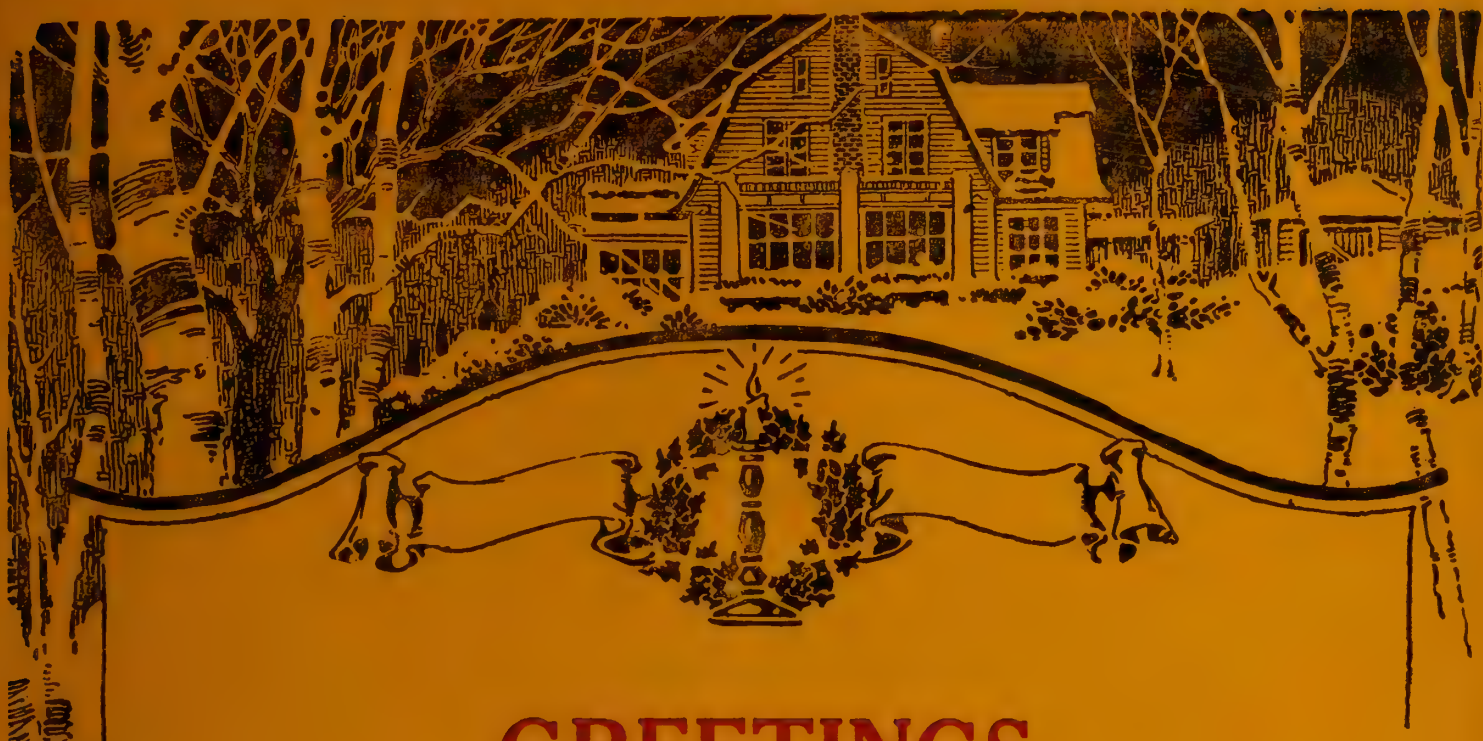
The veins should be used by the embalmer to drain

FOREWORD

IN presenting this course of articles on the Fundamentals of Embalming, for Canadian Furniture World readers, Prof. Eckels does so with the knowledge that, while it thoroughly covers its especial field, it still leaves room for improvement in procedure for those who wish to go further and deeper in their studies.

These articles are designed for the use of beginners or for those undertakers who desire to adhere strictly to the older method of using embalming fluid only and to depend upon it for cosmetic effect.

The articles will be continued from month to month and should be helpful to the newer as well as older funeral directors.



GREETINGS

The Entire Organization of

Dominion Manufacturers, Limited

wish the
Members of the Profession

A VERY MERRY XMAS

and

HAPPY NEW YEAR





Yuletide Greetings to the Funeral Directors of Canada

At the conclusion of another busy year we take advantage of a pleasurable opportunity to send you our Cordial Greetings and Hearty Expressions of Good Will. We are deeply grateful for the many valued favors you have accorded us during the year, and ask you to kindly accept our sincere thanks.

During 1918 our country has been favorably surrounded with prosperity in its many fields of commercial activity. We have earnestly endeavored, through conscientious efforts, to merit our share, and sincerely hope that you have been allotted a goodly proportion.

As the New Year approaches we feel ourselves possessed with an eager desire to excel the passing one. This we hope to accomplish by increasing the efficiency of our factories, and using every means at our disposal to bring

"DOMINION SERVICE" PRODUCTS

to a still higher degree of perfection. Is not this a laudable purpose? Does it not meet with your approval? If so, may we be assured of your hearty co-operation? IN BRIEF: permit us to realize that in 1919 you will be using

"DOMINION SERVICE"

as your slogan and motto!

As the future dawns in view, with all nations hovering on the brink of FREEDOM and RECONSTRUCTION, World Wars to be known no more, with grateful thanks to the Almighty, we extend our sympathy to those in sorrow through the terrible conflict, although the sacrifices made will seal the cause of FREEDOM and HUMANITY, such as has never been known before.

May Health, Prosperity and Happiness be yours throughout the year, and through many years to follow.

Dominion Manufacturers, Limited

Head Office: 109 Niagara Street, Toronto, Canada

the blood and thus remove one of the two principal causes of discoloration—the blood.

The best vein and the most frequently used one by modern and scientific embalmers to drain the blood from the body is the axillary vein, and very rarely do embalmers now use those once commonly used veins, the basilic, the femoral or the jugular. The two latter are not difficult to detect from the accompanying arteries, but the basilic vein once commonly used by the embalmer occasionally is mistaken for the artery. Perhaps it would be best to make a contrast the other way—the artery is sometimes mistaken for the vein, and therefore occasionally the vein is injected for the artery, usually with bad effect. A more complete description of this important subject at this time may well claim our attention.

(To be continued)

How West Handled "Flu" Cases

Special correspondence to The Canadian Furniture World and The Undertaker

AMONG the cities struck hardest, fatally, with the "flu," was Regina, Sask. According to the number of population Regina had more deaths resulting from influenza and broncho-pneumonia than any other city west of the Great Lakes in Canada. On the 31st of October, George Speers held 14 funerals; had 22 corpse in his morgue; 17 death calls; and 52 ambulance calls. Two motor hearses and two motor ambulances were kept going continually. One of his funerals on that day was that of Percy A. Chapman, who was the late manager of the Regina Burial Co.

Saskatoon, Sask., which was not struck as heavily with influenza as many other of her sister cities, lays much credit at the feet of the doctors, nurses and undertakers, and their co-operation in organization. First: when yearning for a physician call one certain advertised number—you had no choice of doctors, just call a number and a physician would be sent at the first opportunity, for the doctors were all under one headquarters. The first one back was the next one out—on a call. Nurses and voluntary nurses the same way. And they all had a relay. For instance certain physicians and certain nurses were on duty and off duty at certain hours. This gave everyone rest and work at the appointed time—except the poor undertakers. Well, none of them complained—they never do about their work being too heavy. But just the same the ambulance work fell to their drivers, who played no little part in the co-operation of things, for in the assistance of the physicians the undertakers came in valuable because of their knowledge of disinfection and sanitation, which is quite essential in heading off a plague and infection of any sort—thus protecting the living. And the undertakers of Saskatoon should be proud to be mentioned with such favor as that of their mayor and citizens.

Connelly & McKinley, of Edmonton, kept one of their ambulances entirely separate from the rest which were used for "flu" cases. The isolated ambulance was called the "sanitary," while those used for conveying infected patients were dubbed "Flues"; so when a physician called for an ambulance he would specify which he wanted by the name above given. But the day your correspondent visited J. W. Connelly, the "flues" were kept flying, while the "sanitary" played "solitary" most of the time.

Milton McIntyre, embalmer and first assistant at the Dominion Undertaking Parlors, Vancouver, lately recovered from the "flu," just as it was not decided whether he would go under or come back. Mac is looking very well, considering the siege he had along with the sentiment attached to the fact that two of his attending nurses died after contact while taking care of him. One of them was Sister Cynclitique, of St. Paul's Hospital. Mr. McIntyre mentions that he will never forget the faithfulness of the late sister.

W. E. Reynolds, manager, for Center & Hanna, Vancouver, B.C., is planning upon a trip to New York for a holiday visit. The late rush during the "flu" epidemic shows considerable on Ben's health and his many friends certainly wish him all the vitality possible for one man to have. And we hope his next trip to New York will make him look even finer than all the previous trips he has taken down east. And, Ben, don't forget your corkscrew. Ben never did. But if there ever was anything in the world embarrassing it was to get up in the night to feed the baby and not be able to find the corkscrew.

Alaskan Embalmers' Good Work

Special correspondence to The Canadian Furniture World and The Undertaker

One of the most terrible accidents of the Western Coast was the foundering of the Steamer Sophia, which sank October 25, not far from Juneau, Alaska, after going on to Vanderbilt Reef two days before. There were 363 passengers aboard coming south for the winter, most of them were residents of Alaska. But the terribly sad part is that there were no survivors. No one left to tell the tale. Of course the wireless informed the world of the terrible plight, but when asking for assistance they mentioned the favorable position they were in until aid reached the fatal ship. This was a C.P.R. boat, and from all reports was one of their nicest. Was well equipped and built for those trips for which she was being used at the time she sank with nearly 400 souls on board and a cargo worth more than a million dollars—the latter was gold. Much credit is due the men who embalmed the bodies. This was done at Juneau under the direction of C. W. Young, who received assistance from Seattle.

Our correspondent happened to be in Vancouver when the funeral ship "Princess Alice" arrived. Each body was well embalmed, placed in a very nice case; was dressed, and with each casket was an outside box, stained brown. There must have been no end to the work all this necessitated, but it was done and was done well. The caskets were purchased in Seattle on account of the "flu" in Vancouver, which made it impossible to ship from there. The embalmers were also from Seattle, but this large task was well done, and credit must go to the leaders and their assistants. Among the bodies, some 142, received by Center and Hanna, of Vancouver, B.C., not a single criticism could be made regarding the general conditions of the bodies, their clothing, the caskets nor the outside cases. And while this was a very sad affair, the organization which must have been necessary, the system which must have been used and the methods employed to get such efficient results, will go down on record as being "just as near perfect as was possible, under the circumstances."

Western Professional News

From our own correspondent

The Funeral Home conducted by A. M. Shaver, at 1206-10 First St. E., Calgary, Alta., is most complete in exactness to the minutest detail, which accounts for reports of 22 chapel funerals by the Calgary press in one day during the late epidemic there.

T. S. Fetterly, of Lethbridge, Alta., is now using a Dodge limousine for his first and other business calls; and from present reports Tom has been doing considerable "Dodging" around lately in flying pursuit of the "flu," which he says will suit him best when it has flown.

J. A. Green, formerly of Green-Merkley, undertakers, Vancouver, after doing his bit overseas, was recently returned and discharged and is now connected with T. J. Kearney & Company, Vancouver. Mr. Green is looking quite hale and hearty again and we join him in being glad the terrible conflict is all over.

J. McCoppen, undertaker, of Edmonton, Alta., was very unfortunate in having his Chalmers motor ambulance struck by an electric car, in October, but very fortunate in not getting hurt himself and in having the lady patient, whom he was taking to the hospital, escape uninjured, as the ambulance was a total wreck after the accident.

T. J. Kearney, proprietor of Dominion Undertaking Parlors, Vancouver, B.C., has added a Palmer-Singer and an Abbott-Detroit ambulance, both 60-60, to his equipment; and before one of those beautiful rigs had done work for Mr. Kearney the military forces politely informed him that that particular ambulance would just fit sick soldiers. And they took it. And Tom smiled. Mostly because he is loyal—but Tom always smiles.

VANCOUVER FUNERAL DIRECTOR HAS WELL-PRESERVED BODY

Nunn, Thompson & Clegg, funeral directors, of Vancouver, B.C., have the corpse of a wealthy Chinaman, which is to be shipped back to China when the opportunity presents itself. They have had this deceased for several months and it may be several more before this dead Chink gets a ride back home. And all this seems to suit all the other Chinamen, but they claim that immediately upon the arrival of the corpse in China they want him buried at once. The commendable feature of the whole thing is, from the view point of the profession, the almost perfect embalming done in this case. The body looks fine; face splendidly firm yet not dry nor hard; the trunk perfectly solid and well-preserved—in fact the work has been done so well in this case that if it wasn't for the traditional coin held in the teeth, which characterizes a dead Chinaman, one would think that the corpse lives.

CANICULA EMBALMING FLUID

That velvety-flow fluid that is different; does not burn or shrivel the arteries, allowing the operator to inject as often as he likes and obtain that desired effect.

CANICULA CHEMICAL COMPANY
366 Bathurst Street - TORONTO, CANADA

NEW WESTERN FUNERAL PARLORS AMONG THE BEST

Jessop Nott, of Medicine Hat, Alta., has recently finished one of the most beautiful undertaking establishments in Canada. And there isn't a sign or a name without to attract attention whatsoever. Upon driving up to this funeral home on the brow of one of Medicine Hat's most beautiful hills, the first thing that attracts one's notice is a magnificent edifice of red brick trimmed in white. The veranda of white woodwork for the second floor is supported by huge pillars of white, along the lines of the old Colonial homes in Virginia; and right here the writer wishes to add that if Mr. Nott wished this manor to be seen from a distance his intentions have been fulfilled, for we had the pleasure of standing upon the observation car platform of a westbound C.P.R. Coast Limited and point out Mr. Nott's new place to the passengers, miles out of the city limits. Nothing has been left undone to make the place as beautiful as possible both inside and out—but more especially noticeable is the wonderful lighting effect in the chapel, which is a church in itself.

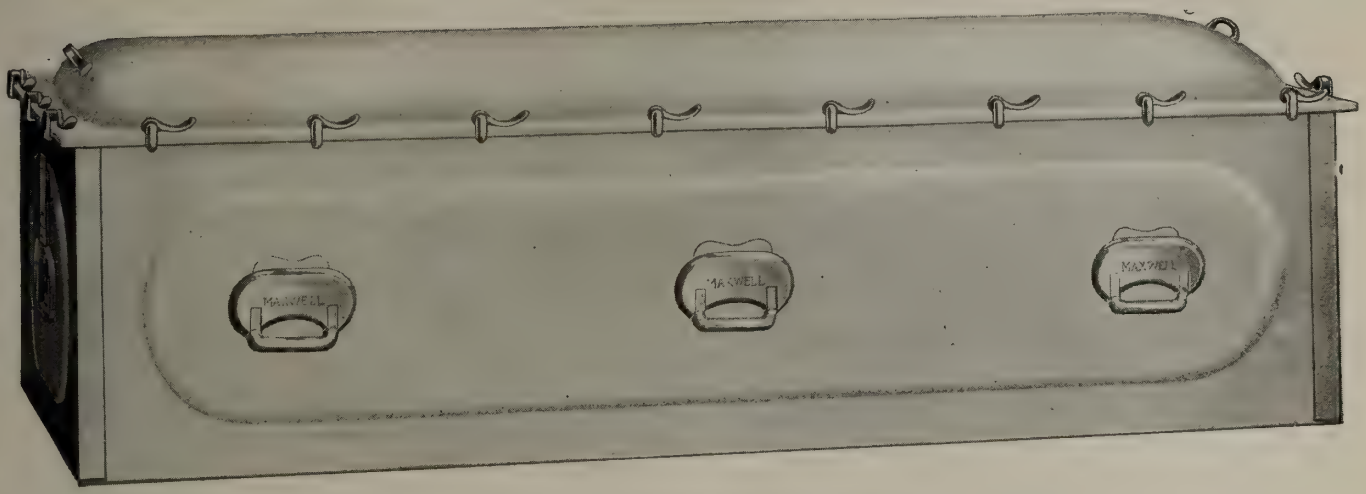
DOC'S GREEN HAT

During the most terrible times there is a smile leaks through occasionally and one of the travellers tells this one: During the "flu" days in Fernie, B.C., Doc. Ferguson dropped off there for a call between trains, as it were. Whereupon, Mayor Geo. B. Thompson, proceeded to intern him as a very much needed medical man and absolutely refused to let the Doctor leave the city. He did not send him to an hospital in assistance to the profession, but instead placed him at one end of an ambulance basket or at the handles of a casket as an official pallbearer. Things went along fine until a double funeral of two Irishmen, who were friendless, so far as attendance at the funeral was concerned. Dr. Ferguson had a grip on a handle as usual when Mr. Thompson who was conducting the funeral whispered to him to remove his hat. "Of course, he did so at once, but what excuse did he have for such neglectfulness, at a time like that," asked the Mayor. Doc, replied, "Now, looky here, there wasn't a soul around who would sing a song nor nothin' for them two Micks—so don't you spose they would be glad to know that I was a wearin' of the Green for them?" And they say that hat is nearly as green as his Jitney.

"PRES" DOING HIS BIT

Trooper Preston Thompson, who previous to joining the Canadian forces at Stanley Barracks, was the representative in Western Ontario for Dominion Manufacturers, Limited, (National Casket Co. branch) has been doing his bit during the last six weeks through the influenza epidemic, by assisting the staff of Bates & Dodds, Queen St. W., Toronto. Day and night he was embalming the remains from the terrible epidemic, and fortunately did not contract the "flu" himself. His services were well rendered and he should be heartily congratulated by the members of the profession.

Maxwell Sanitary Steel Vaults



Our Customers are Assured of Superlative Quality and Prompt Delivery.

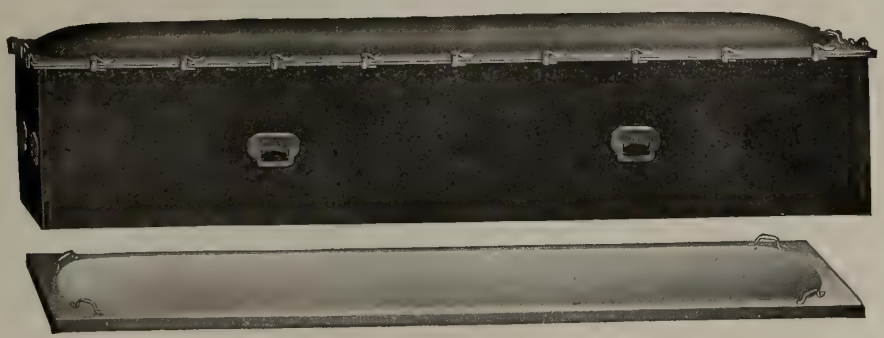
Maxwell Vaults are Abundantly Strong for All Burial Purposes, Yet Light and Easy to Handle.

Superiority Unquestioned Design and Construction Unequaled

Carried in Stock by All Leading Jobbers

Ask for Revised Price List

Maxwell Ambulance Transfer Case



For the Handling, Removal and Transportation of Bodies. An Indispensable Adjunct to the Modern and Progressive Undertaker.

Recent Changes in Design and Construction have Greatly Improved the Appearance and Practical Utility of this Case, and Reduced its Weight, Making it much more Convenient to Handle.

Removable Interior Tray Retains All Leakage and Discharge, and Greatly Facilitates the Handling of Bodies. Handles conveniently placed to enable two persons to remove without difficulty.

Inside Dimensions: 75 in. long, 20 in. wide, 15 in. deep.

Prices: With Tray $38.00; Without Tray $36.00; Tray Alone $8.00

Sold by the Leading Canadian Jobbers.

Manufactured by

MAXWELL STEEL VAULT COMPANY, ONEIDA, N.Y.

Gets Cash With Order

Special correspondence to The Canadian Furniture World and The Undertaker

W. S. Yule, Swift Current, Sask., formerly from Ontario, has certainly educated his community to two very essential things and those are: chapel funerals and "cash with the order." Mr. Yule claims the distinction of holding 95 out of 100 funerals in his chapel, explaining to us that no matter where the call may come from, which may mean 30 miles in the country, the party calling will say that there is a deceased and request that the corpse be removed to his undertaking parlors. But the way he gets the cash will be of interest to the profession. First, the deceased is in his place of business when the casket is chosen, after which he invites more than one of the parties into his private office; second, he personally takes out a printed form itemized, filling out each item, so that the party can see what the charges are for, and this form is in triplicate. Third, he shows them just what they are getting and lets them look over the account. Fourth, in a space at the bottom under the total is the "cash" in very plain letters. Fifth, he very casually asks, "Will it be cash or cheque, Mr. Doe?" Then if the party doesn't pay it all down, he asks each person accompanying to sign below, which is in the form of a note. Sixth, he hands two of these persons one of the copies. Seventh, he can't lose. There is no chance. And in 98 per cent. of the cases, through the comparing of notes by those who did the signing, the entire account is paid before the casket is taken away. Business is business, and Mr. Yule has more friends in his territory than a great many funeral directors who have outstanding accounts, for the "Fellow who owes you nothing, loves you best." And that motto, "A funeral bill ninety days old is like pulling a rusty nail out of a coffin," is mighty true, says W. S. Yule.

CARANAC
EMBALMING
FLUID

TWO FUNERALS FOR ONE LADY

Two funerals for one young woman featured the suit of Spence v. O'Brien before Judge Coatsworth in Toronto, recently. A Miss Honore O'Brien, of Seaton St., had been drowned at Whitby, in August, 1917. Her mother, who had not visited her in eleven years, undertook to bury the remains. But a friend had also undertaken to do so. This resulted in two funerals. The mother paid for the one she had directed, but refused to pay for the funeral directed by David Spence. Judge Coatsworth gave judgment for the plaintiff. $51.20.

W. H. HARMER'S DEATH

Regarding the death of W. H. Harmer, The Cochrane Northland Post, says:

"Influenza followed by pneumonia took from our midst one of our prominent merchants in the person of Mr. W. H. Harmer at the age of 29 years. The late Mr. Harmer was one of the best known men all through this North Country, having come with the early rush to Cobalt where he took a position with the J. C. McNab Furniture Co., eventually going to Porcupine to manage the branch for the firm there, and finally, after the fire in 1911, coming to Cochrane to open a branch for the same firm. Later on he took over the business here and had built up a reputation for efficiency and fair dealing. Deepest sympathy is felt for the bereaved wife and infant daughter who are left behind to mourn his loss as well as his father Mr. Henry Harmer, in Southampton; his brother Herb. who is serving in France, and three sisters. Mrs. Duncan, Mrs. Cain and Miss Marjorie Harmer, all of Winnipeg. The funeral was in charge of the local Masons, and the remains were taken on Sunday night's National to be conveyed to his former home in Southampton. Mr. and Mrs. Duncan from Winnipeg, accompanied the remains."

WRAPPING PAPER REPLACES COFFINS

A cable dispatch from Vienna, Austria, states there has been a diminution in the violence of the influenza epidemic, which resulted at its height in the death of 400 persons daily. The dead were placed on planks and the bodies covered with wrapping paper and sacks, as there was no wood available for the making of coffins and no workmen to construct them, had wood been obtainable.

BIG "FLU" TOLL IN ONTARIO

During the two months in which Spanish influenza was epidemic in Ontario, 5,623 people died of the disease, and the reports are still incomplete.

In November 2,608 persons succumbed to the malady, as compared with 3,015 in October. Influenza is still prevalent in some parts of the Province.

There was a big increase in the number of deaths from contagious diseases as compared with November, 1917. The principal increase was in tuberculosis, there being 124 deaths last month, as against 52 during November, 1917. The total number of deaths from contagious disease last month was 212, as against 88 during the same period last year. Only 94 cases of venereal disease were reported during November.

The firm of MacKay & MacKay, Lethbridge, Alta., has lately been changed to MacKay & Bell, Mr. Bell coming into the firm but recently.

Professional Notes

E. Cusson, undertaker, Montreal, has registered his business.

G. G. Stoddart's business at Cornwall, Ont., has been taken over by Jardine Bros.

John Clarke, funeral director of Dunnville, Ont., was appointed town clerk of his municipality recently.

H. B. Beckett, of Brantford, Ont., has added a motor hearse and a motor casket wagon to his equipment.

Ball & Atkinson, funeral directors and furniture dealers at Clinton, Ont., suffered a fire loss recently.

Wm. McArthur, embalmer for Green-Guernsey Co., Hamilton, died there a week ago, a victim of influenza.

Mr. Wright, president of The Wright Furniture Co., Port Arthur, Ont., died lately, also a victim of pneumonia.

Austin & Kellam, Simcoe, Ont., have added a new motor hearse. It was built by Wattman, Toronto, on a Studebaker chassis.

The last issue of The Sunnyside contains the reports of the death of 50 funeral directors in the United States —a month's toll of the "flu."

Sam Avery's wife, daughter and grandson were attacked by the prevailing "flu" recently at Caledonia, Ont., but they have recovered.

L. Bertrand, who recently sold his furniture and undertaking business at Amherstburg, has sold out all his business interests there, and taken unto himself a wife. Mr. Bertrand was married recently to Mrs. Haines, of Detroit. The happy couple spent their honeymoon in the East—Atlantic City, New York, and Philadelphia.

Sid. Luke, head of the Luke Furniture Co., Ottawa, who died of heart failure recently, was a brother of the Lukes, of Luke Bros., funeral directors, Oshawa, Ont.

The British Undertakers Association is trying to arrange for the individual demobilization of undertakers and assistants who were drafted into the army during the war.

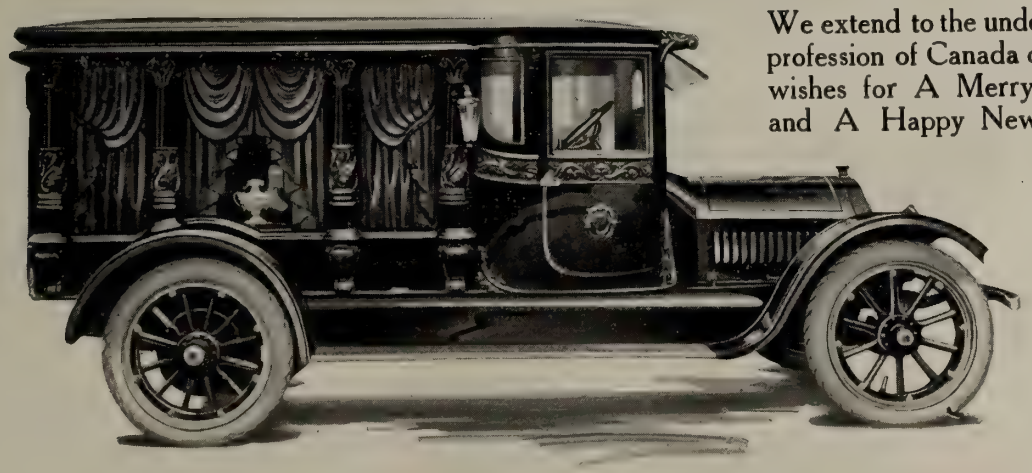
Embalming is derived from the Greek (balsam), meaning to embue dead bodies with fragrance by employing balsamic aromatics and antiseptics to preserve them from putrefaction and the attack of insects.

Chas. Pearson, funeral director of Windsor, Ont., and mayor of his city, has recovered from an attack of the "flu." While sick the civic business was to a great extent tied up, as no municipal meetings could be held.

Hugh S. Miller, funeral director, of Beachburg, Ont., died on November 13, a victim of the "flu." His son, Kenneth, died the previous week, on November 7, of the same dread disease. Kenneth in his younger days was connected with the National Casket Co.'s warehouse staff in Toronto.

The influenza deaths in the United States recently far exceeded the war losses. The Bureau of Census reports 82,306 deaths in 46 cities. The death rate was highest in Philadelphia, and Prof. Eckels and the Purple Cross organization were called into service to clear up the congestion of bodies awaiting burial.

Christmas Greetings to Canadian Undertakers



We extend to the undertaking profession of Canada our best wishes for A Merry Xmas and A Happy New Year.

In thanking you for your patronage during the past year we wish to state that we are in a better position than ever before to attend to your hearse and body requirements. We expect to move into a larger factory in the near future and can render the undertakers prompt and satisfactory service. Get in touch with us before you place any order for new equipment.

Wm. H. Wattman Car Body Co., 237 Mutual Street, Toronto

Treatment of "Flu" Bodies

Being laboratory report of Cincinnati College of Embalming

By PROF. CHAS. O. DHONAU

IN ten cases under observation between October 8 to 12, we have found the following conditions, with treatment accordingly:

Rigor mortis—Comes on about two hours after death. Unusually severe and acts as shutoff on arterial circulation causing back pressure on the fluid as you are injecting same. Flexing joints is not sufficient to prevent back pressure. Injection of fluid is usually made under comparatively high pressure.

Purge—If body is embalmed within two hours after death no purge occurrs as a general rule. The dark frothy material occurs in the air passages during the progress of the disease and its presence is really the cause of death; the heart usually beating after the lungs are fully closed to air. This accounts for the blood congestion discoloration as well. After death, when decomposition gas is formed the dark frothy material is forced upward and passes out through the nose or mouth. When the fluid is injected the resulting pressure either starts the flow of dark frothy material or increases it. As a further preventive measure we inject 8 ounces of concentrated fluid directly into the windpipe; and, turn the body on its side to remove any accumulation of windpipe contents and excess fluid.

Discoloration—Preceding death there is usually cyanosis or ante mortem blood congestion, particularly in the face and upper thoracic wall. This congestion may remain after death. It can be removed by axillary injection and drainage using mild fluid or a capillary wash before the stronger fluid is used. Lower the head to a level position during the injection, and raise it after face has been cleared and acted upon by the fluid. In extreme cases we aspirate from the right ventricle also.

If you reach the body for treatment after purge has begun, or if it begins during injection, pay no attention to it excepting to remove it as it comes. Contrary to usual practices the trocar should be used by aspiration and the liquids present in the windpipe should be removed. Follow this by injecting 8 ounces of strong concentrated fluid into the windpipe. Before closing your treatment turn the body over and allow the excess windpipe contents to drain out through the mouth and nose. Give routine trocar treatment to stomach and colons. In one case to-day (October 12) we aspirated 64 ounces of liquid matter directly from the stomach.

Blood—Thickens early. These cases should be treated as soon as possible after death to prevent the development of internal conditions that are hard to stop—once they start.

Personal hygiene—Wear a respirator over mouth and nose while in the room of death. This may be a specially prepared gauze cotton arrangement according to plans circulated by the Red Cross (see your local Red Cross Chapter for directions as to how to make this) or in an emergency take a clean handkerchief and fasten it so that the air you breathe will have to pass through it.

This disease is communicated from the sick to the well through the air.

It is estimated that of 100 persons contracting influenza, 10 also contract pneumonia during a later stage, and of these 5 die. Stay out of crowds, keep up your body vitality by getting enough sleep, fresh air, and food, and protect yourself with respirator while operating on the body either in the home or in your own morgue.

Obtain a supply of "Liquor Antisepticus" from your druggist and gargle every three hours during the prevalence of the epidemic.

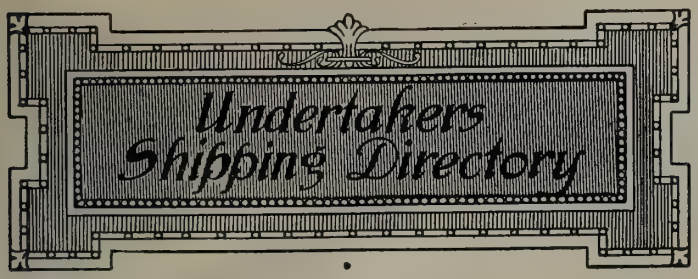
NATIONAL SELECTED MORTICIANS MEET

Chicago, Illinois — Before bringing to a close the first annual three days' convention, the National Selected Morticians re-elected George W. Olinger, of Denver, Col., president of the Olinger Mortuary, now serving as a Y.M.C.A. secretary in France, as president. Other officers chosen were: First vice-president, Frank B. Flanner, of Flanner & Buchanan, Indianapolis, Ind.; second vice-president, Frank Fairchild, of Fairchild's Sons, Brooklyn, N.Y.; third vice-president, J. E. Drummey, of the Bonney-Watson Co., Seattle, Wash.; treasurer, Edward E. Fisher, of Edward E. Fisher & Co., Columbus, Ohio; secretary, Beryl L. Boyer, of the Boyer Mortuary, Toledo, Ohio; Board of Control, Harry Cumerford, of Peoria, Ill.; H. Samson, of H. Samson & Co., Pittsburgh, Pa.; E. W. Gawler, of Washington, D.C.

The National Selected Morticians, organized a little over a year ago, is patterned somewhat after the Rotary Club. Members are by invitation, and before an invitation is tendered the prospective one is carefully inquired about as to his financial standing, responsibility, business relations, etc. Only one member is chosen from each large town.

The lengthy, but well balanced program, included addresses and discussions on these subjects: "The Complete System in Use in our Establishment." "Service as I Render It." "Accounting and Costs." "Discounts Allowed on Funeral Bills; do They Make Collections Better?" "Dignified Publicity. Is it Proper for the Present Day Funeral Director?" "Profit Sharing With Your Employees; does it Pay; is it Practical?" "Experiences with Metallic and Copper Lined Caskets." "Collection Methods." "How We Have Held the Trade in Our City for Fifty Years Without Advertising." "Is it Proper for a Funeral Director to Operate an Ambulance Service?" "Present Day Dress for funeral directors; Why Continue to Wear Black, and the Style of Clothing in Use for Many Years Past?" "Military Funerals." "Hospital Work for Near-by Funeral Directors; Does it Pay, Especially When the Rates in Use are Not Sufficient to Cover the Actual Expenses?" "Problems of the Largest Cities." "How I Care for a Case from the First Call Until the Bill is Paid." "How I Handle My Accounts from Start to Finish." "Shall We Adopt the Word 'Mortician' in Place of Undertaker?" "Does Cremation Affect the Quality of My Work?"

Members of the organization from nearly every part of the United States were in attendance. The sessions were not public, and were devoted strictly to business topics, everything in the way of entertainment being had during the evenings. Following the final adjournment, the convention attendants visited many points of interest in and near Chicago.



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Coboconk—
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Logan, R. A. 'Phone 2107.

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Dunnville—
D. P. Fry. 'Phone 68.

Elmira—
Dreisinger, Chris.

Huntsville—
Hilliar, Joseph.

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J. C. Van Camp,
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Washington & Johnston,
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SOME DAY *DIOXIN* WILL BE USED BY PRACTICALLY EVERY GOOD UNDERTAKER!

These are Some of the Reasons why WE Recommend DIOXIN and why YOU Should Use It!

It is interesting and impressive to talk with the funeral director who has adopted **DIOXIN**, the Peroxide of Hydrogen fluid.

He entertains no misgivings, no doubts, no uncertainties.

He **KNOWS** that he has the Best Fluid in the world and he will tell you **WHY**.

And we firmly believe that the weight of his experience soon will result in the majority of other funeral directors using **DIOXIN**.

We have implicit faith in the working of that business law which rewards a product in proportion to its deserts; and we are confident that its application will benefit **DIOXIN** Embalming Fluid.

We believe in the professional world—whether it be caskets, or hardware or linings or embalming fluids—a sifting process goes on continuously which sends the unfit to the bottom and the fittest to the top.

We believe that an inexorable law is set in motion by an exacting professional demand which unerringly will hunt out **DIOXIN** as the best fluid just as it has hunted out the best caskets and the best funeral supplies.

And it is our quiet conviction that **DIOXIN IS** the best fluid made in America to-day; that the sifting process is under way; that professional sentiment is rapidly turning in its favor; and that it is only a question of time before **DIOXIN** will be used by every funeral director who demands the best.

Dioxin Contains More Peroxide than Any Other Fluid Made!

H. S. ECKELS & COMPANY 221 FERN AVENUE TORONTO, ONTARIO, CANADA

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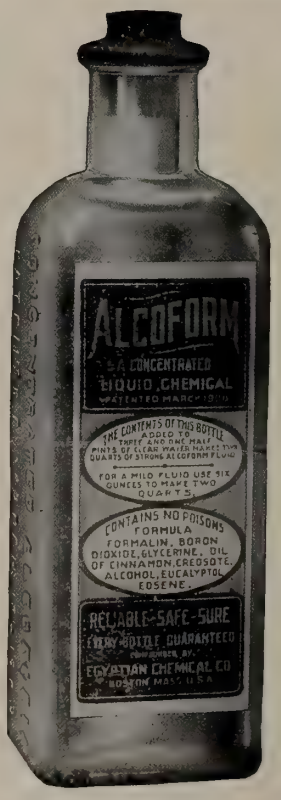
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The Original Patented Concentrated Fluid



Patented Formula
Strongest and Best

Essential Oil Base, combined with Alcohol, Glycerine, Oxidized Formaldehyde and Boron-Dioxide.

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Egyptian Chemical Co. Boston, U.S.A

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50 cents per insertion up to twenty-five words. Each additional word two cents, If Box is required 5 cents extra to cover postage, etc. Cash must accompany each order—no accounts booked.

FURNITURE LINES or funeral supplies wanted on commission, by experienced traveller. Box 53, Canadian Furniture World, 32 Colborne St., Toronto. d-j

WANTED by January 1, an experienced furniture traveler with good connection, to sell on commission a small line of Chesterfields. Apply Box 54, Canadian Furniture World, 32 Colborne St., Toronto. -d

FOR SALE—Furniture and Undertaking in western town. Stock light; cheap rent. Bargain for quick sale. Box 55, Canadian Furniture World, Toronto, Ont. -d

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Champion Embalming Fluid



"The Leader for Generations"

In **Champion Fluid**, which is made in Canada from Canadian chemicals, we give the highest possible quality, insuring the most splendid results in all cases. Because a bottle of Champion will go further than the same quantity of other fluids, it is an "economic" necessity.

If a better embalming fluid than ***Champion*** *could be compounded, we would compound it.*

We desire at this time to thank our many customers and friends in Canada for their past patronage, and hope our pleasant relations will continue. We wish each one a very Merry Xmas and Prosperous New Year.

The Champion Chemical Co., Springfield, Ohio

DR. G. W. FERGUSON, Canadian Manager

74 Leuty Ave., Kew Beach, TORONTO

Canadian Manufacturing Plant - WINDSOR

The ALASKA "Newport"

(Patent Applied For)

COUCH-BED

—gives you either a lounging couch or a comfortable full-sized bed at a moment's notice.

This unique new couch-bed has all the good points of the sliding couch and the Davenport, plus new features that make it a ready and profitable seller.

The illustrations show the construction and operation of this couch-bed. It is very strongly put together, rigid and light in weight. A child can make the change from couch to bed and vice versa.

The indestructible link-fabric spring and the folding mattress of *clean, new* materials ensure years of comfort no matter how used.



By lifting the top section, you disclose the second section, which holds the bedding when not in use—a unique feature.



Then you turn the second section completely over, and place the legs on the floor, as shown Then drop the upright section and turn over the folding mattress.

The "Newport" is an especially good bet for the Christmas trade, but also a real money-maker at any time of the year.

ORDER NOW — direct or through our representative

NET PRICE—$20.00



Ready for the bed clothes. The whole operation is just as quickly and as easily performed as it looks; and you can put any guest on this bed without misgiving.

We can supply you with folders and electros for local use. Ask for them.

ALASKA BEDDING OF MONTREAL, Limited

Makers of Bedsteads and Bedding

400 St. Ambroise St. - MONTREAL

GUARANTEED ALASKA BEDDING

TRADE MARK REGISTERED